

# LIFE

*In this issue*  
NO. 9 IN LIFE'S SERIES ON  
THE HISTORY OF  
WESTERN CULTURE

FIRST PICTURES OF  
MARSHAL TITO  
IN HIS YUGOSLAV HIDE-OUT

SEPTEMBER 13, 1948 **20** CENTS  
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*Look for this label... it identifies  
the finest wools in the world*

FORSTMANN WOOLEN COMPANY  
PASSAIC, N.J.



# Where have you seen this "Model" Mother?

... on nearly 50 magazine covers!

It's Pat Boyd, whose "model" smile owes  
so much to Ipana and massage.

**M**OST FOLKS in Montclair, N. J. know Pat just as "young Mrs. Buckalew." But actually her dimpled smile has made her one of America's best-known cover girls!

Pat's greatest asset is her ability to pose naturally. She never "freezes" in front of a camera. And, like all topflight models, she knows how much her career depends on a sparkling smile.

In addition to being a "model" Mother, Pat takes care of a seven-room house, is an active Junior League Member as well! And always on her daily program is her prized Ipana dental routine: *Regular brushing with Ipana, then gentle gum massage.*

This is the care so many models give their smiles. Get started toward a "model" smile yourself—get a tube of Ipana today.



Even the Mickey Mouse balloon has a great big grin . . . when Pat and young Bruce spend an afternoon in the park. They're having a *wonderful* time . . . judging from their sparkling smiles! Smiles that Pat entrusts only to Ipana . . . because she knows

that more dentists recommend and use Ipana than any other tooth paste (according to a recent nationwide survey). What's more, Ipana's exclusive formula actually stimulates gum circulation—and with gentle massage promotes the health of your gums!



**Feeding the pigeons** on Saturday morning is one thing Bruce really goes for. Every morning (evening, too!) the whole family goes for Ipana's lively, refreshing flavor. Try Ipana yourself . . . *you'll* love the way it leaves your mouth fresher, your breath cleaner, every time you use it!



**Follow your dentist's advice** about gum massage. Correct massage is so important to the health of your gums and the beauty of your smile that 9 out of 10 dentists recommend it regularly or in special cases, according to a recently completed national survey! *Help your dentist guard your smile of beauty.*

"Get set!" warns Bruce as the race starts. And the Buckalew family *is* all set, especially when it comes to sound dental care. For Pat knows that firm, healthy gums are important to sparkling teeth. If *your* gums flash a warning tinge of "pink," *see your dentist.* For home care, he may simply recommend "the helpful stimulation of Ipana and gentle massage."



Products of  
Bristol-Myers

**P.S.** For correct brushing, use the DOUBLE DUTY Tooth Brush with the *twist* in the handle. 1000 dentists helped design it!

## Healthier gums, brighter teeth with Ipana and massage





## September Moan

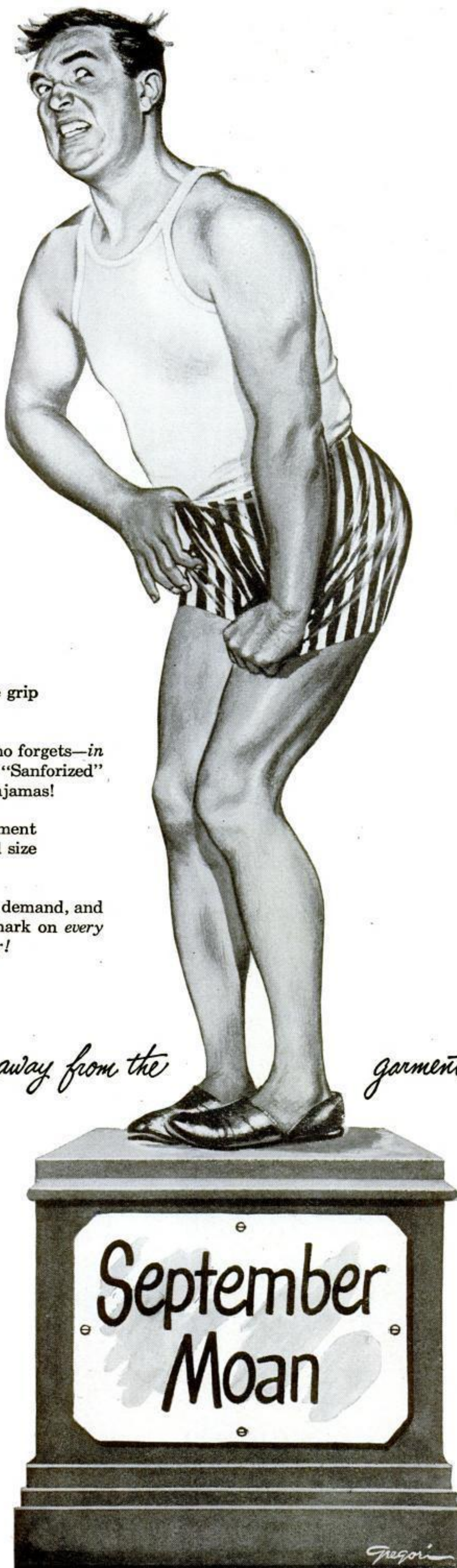
Who is this agonized party, locked in the grip of clutching, binding shrinkage?

He's one of the few sad souls who forgets—in this day and age—to look for the "Sanforized" trademark on his shorts, shirts, pajamas!

Yet he knows, as you know, that a garment marked "Sanforized" will hold its original size and fit till the birds ride bikes!

So... always look for, hunt for, demand, and insist on the "Sanforized" trademark on every washable garment you buy and wear!

*The comfort never shrinks away from the garment with "SANFORIZED" on the label!*



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TRADE MARK

Cluett, Peabody & Co., Inc. permits use of its trademark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trademark "Sanforized" will not shrink more than 1% by the Government's standard test.



"WITH CUNNING HAST THOU FILCHED MY DAUGHTER'S HEART!"

# The '49 FORD

## is a Midsummer Night's Dream!

CRYSTAL  
SUMMER  
REPERTORY  
PLAYERS

MATINEE TODAY  
AT 2:30

"SUCH STUFF  
AS DREAMS ARE  
MADE OF!"

"WHAT  
GRACES!"

"WHOEVER LOVED  
THAT LOVED NOT  
AT FIRST SIGHT?"

"TO SIT AS IN  
CLOUDS!"

"AND THOU SHALT LIKE  
AN AIRY SPIRIT GO...  
ON 'HYDRA-COIL' SPRINGS  
IN FRONT, 'PARA-FLEX'  
IN REAR."

"MORE TUNEABLE  
THAN LARK TO  
SHEPHERD'S EAR!"

"PICK OF NEW V-8 OR SIX  
ENGINE...BOTH WARBLING  
OF ONE SONG, BOTH IN  
ONE KEY!"

"THE COURSE OF TRUE  
LOVE DID NEVER  
RUN SMOOTHER!"

"BY THE SIMPLICITY  
OF VENUS' DOVES, IT'S  
A 'LOW SILHOUETTE' DREAM."

"TIS A WISE FATHER  
THAT KNOWS HIS OWN  
CHILD IS PROTECTED BY  
FORD'S 'LIFEGUARD' BODY  
AND 'MAGIC ACTION' BRAKES!"

NEW  
There's a *Ford* in your future

"TRUE DELIGHT  
IN THE SIGHT...  
WITH 'PICTURE WINDOW' VISIBILITY!"

White side wall tires, as illustrated, optional at extra cost.



"That first day... whew!"

I've taken quite a beating—visiting my sister and her game-warden husband here in Colorado. That first day—whew! Tales about grizzly bears. Warnings that my loud shirt would scare the trout. And when I snagged my blue jeans, you can *bet* there was plenty of chat about "city dudes"!

In the evening, not even the tallest tales could keep me awake. But my eyes flew wide open when Sis led me to my bunk. "And you call *me* a dude!" I gasped, staring at smooth, snowy sheets. "What's more, I do believe they're *percale*—you great big back-woods plutocrat!"

"Yuh got me," Sis drawled, grinning. "Even in these parts, we kinda go for luxurious sleeping. Those beauties you're admiring are Cannon Percale Sheets, Pet—and we don't have to trap ermine to afford 'em. They cost only a little more than heavy-duty muslin!"

"Even if YOU end up in a penthouse," she went on, "you'll do well to remember these words. *Feel* how fine-woven these Cannon Percals are? Nice and light for bed-making and laundering! As for wear—they're downright marvels!" "Okay," I murmured, snuggling down. "Cannon Percals sound wonderful—but right now they soothe me to sleep even *better*!"

# Cannon Percale Sheets



Cannon Towels • Stockings • Blankets ★ Cannon Mills, Inc., New York 13, N. Y.

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**YES**, it's true—you can have a copy of Frank Yerby's brand new novel "The Golden Hawk"—in this handsome, full-size edition—for just a 3-cent stamp simply by joining the Dollar Book Club now!

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She was Rouge, the English noblewoman turned buccaneer—Rouge of the sea-green eyes and the flaming hair. While the adventurers of France and England clashed head-on with the might of imperial Spain, these two outcasts seethed between bitter rivalry and a great passion that neither could conceal. How Gerardo taught Rouge the sweeter choice makes one of the most tempestuous and enthralling love tales you have ever read!

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Think of it! With book-manufacturing costs at an all-time high; with most popular current fiction selling for \$2.75 and \$3.00 in the publishers' editions at retail, the Dollar Book Club continues to bring its members the cream of the books for only \$1.00 each! And in attractive, full-size library editions, bound in a format exclusive for members!

### Start Enjoying Membership Now

Upon receipt of the attached coupon with a 3-cent stamp, you will be sent a copy of the exciting new romance "The Golden Hawk." You will also receive as your first selection for \$1.00 your choice of these four best sellers:

• *The Queen's Physician* by Edgar Maass. What did the bewitching queen really want—the Doctor's cure . . . or the Doctor? Here is true history as lively as *Forever Amber*!

• *Yankee Pasha* by Edison Marshall. From the harbors of Salem to the harems of Tartary, this fighting Yankee sought his kidnapped bride—and found a new kind of love!

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• *Annie Jordan* by Mary Brinker Post. The heart-warming story of a girl who learned at an early age that nothing in life comes easy, and who fought her red-headed way to love and happiness.

**EVERY** other month you will receive the Club's descriptive folder called *The Bulletin*. The Bulletin describes the forthcoming two months' book selections. It also reviews about ten additional titles (in the original publishers' editions selling at retail for \$2.50 or more) available to members at only \$1.00 each. You may purchase either or both of the two new selections for \$1.00 each, or neither. In any case, you may purchase any of the other titles offered for \$1.00 each.

### SEND NO MONEY — Mail Coupon With Stamp

When you see your copy of "The Golden Hawk"—which you get for 3 cents—and your first \$1.00 selection; when you consider these are typical of values you receive for \$1.00, you will be more than happy to have joined the Club.

DOUBLEDAY ONE DOLLAR BOOK CLUB, Garden City, N. Y.

### Mail This Coupon

**DOUBLEDAY ONE DOLLAR BOOK CLUB**  
Dept. 9LM, Garden City, New York

Please enroll me as a Dollar Book Club member and send me at once "The Golden Hawk" for the enclosed 3c stamp. Also send me as my first selection for \$1.00 the book I have checked below:

☐ *Queen's Physician* ☐ *Yankee Pasha* ☐ *Colorado* ☐ *Annie Jordan*

With these books will come my first issue of the free descriptive folder called "The Bulletin" telling about the two new forthcoming one-dollar bargain book selections and several additional bargains offered at \$1.00\* each to members only.

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**PER  
OUNCE!**



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*New Hoover Cylinder Cleaner, Model 50, cleans by powerful suction. A new idea in dirt disposal — exclusive Dirt Ejector. Complete with cleaning tools in handy kit, including Mothimizer and sprayer.*





## LETTERS TO THE EDITORS

### HOUSING

Sirs:

The terrific response to "Nation's Biggest Housebuilder" (LIFE, Aug. 23) has caused our office some embarrassment in that no mention was made of the all-important fact that Levittown is a community of veterans only.

Over this past weekend our office in Manhasset was literally besieged with people who are desperate for modest-priced shelter. When the nonveterans were told that we could do nothing for them, they were not only disappointed, but decidedly angry. Our people here explained that, in addition to our philosophy that veterans should come first, the federal government has a law which demands veteran preference.

We succeeded in calming some of them down, but then they gave us a long line of pitiful stories. Most we had heard before: the bar against children, the unheated basement room for \$25 a week, the separation of husband and wife because of insufficient room, the splitting up of children among relatives.

What the answer should be is undoubtedly more and more houses, but in the meantime if you could correct the impression given that we are 100% supermen, it would help.

WILLIAM J. LEVITT

Levitt and Sons, Inc.  
Manhasset, N.Y.

Sirs:

The LIFE reporter who did that interesting article on Levittown omitted one very significant point. The deeds to property sold by William J. Levitt and all rental leases contain a clause prohib-

CONTINUED ON NEXT PAGE

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# New 1948 crop Green Giant Peas BRAND Now at your grocer's



Grown from special seed by a scientific system of flavor farming...picked and packed at the fleeting moment of perfect flavor...sweet, tender peas with that fresh-from-the-vine goodness

Listen to Fred Waring on NBC every Friday morning for the Green Giant.

Minnesota Valley Canning Company, headquarters, Le Sueur, Minnesota; Fine Foods of Canada, Ltd., Tecumseh, Ontario. Also packers of Niblets Brand whole kernel corn.

"Green Giant" and "Niblets" Brands Reg. U. S. Pat. Off. © MVCCo.

## LETTERS TO THE EDITORS

CONTINUED

iting the sale to or occupancy of the property by any persons who are not members of the "Caucasian" race. Mr. Levitt, however, is most generous. He does permit servants who are non-Caucasian to be employed on the premises.

Someone should inform Mr. Levitt that the U.S. Supreme Court recently ruled that restrictive covenants are not enforceable by any branch of government and are, furthermore, a violation of all decent tenets of Americanism....

WALTER WHITE  
Secretary

National Association for the  
Advancement of Colored People  
New York, N.Y.

Sirs:

I would like to ask Builder Levitt just one question. Why is it, when building a housing project of this kind, they go in and cut down every tree in sight, leaving the place as bare as Mother Hubbard's cupboard?

GEORGE BAKER

Huntsville, Ala.

● When Mr. Levitt got there the place was bare. However he has ordered 24,000 shade trees, 160,000 evergreens and 26,000 fruit trees.—ED.

### SWEDISH SUMMER

Sirs:

As a Swede would say, "Hurrah!" for your article "Swedish Summer" (LIFE, Aug. 23). It indeed captured the almost religious love of the Swedish people for the sun and the out-of-doors. I was a member of a group of 10 students that went to Sweden last summer on a study project from the University of Minnesota under the auspices of a new student group at Minnesota called Student Project for Amity Among Nations. We came back from Sweden feeling that her people could surely show many of us Americans how to enjoy life with what we have....

BRUCE LAINGEN

Lutterfield, Minn.

Sirs:

I have been informed by what seemed to be reliable authority that for some centuries the adult Swedes have practiced nude bathing at public beaches.

There was no mention of any such thing in your article. Does this mean that I have been misinformed?

THEODORE STURGEON

Highlands, N.J.

● Yes and no. Swedes do swim in the nude on beaches restricted to members of the same sex. For mixed bathing they usually put on a suit.—ED.

### SOCIALIST CHALLENGE

Sirs:

The Socialist party has received no challenge in this campaign from the Socialist Labor party or any of its spokesmen to debate Norman Thomas. The first we ever heard of it was when we read a letter in your Aug. 23 issue complaining that while Norman Thomas wanted to debate Henry Wallace, he would not debate the Socialist Labor party.

The Socialist party and its presidential candidate are entirely willing to discuss in public forum the issue of the meaning of democratic socialism....

HARRY FLEISCHMAN  
National Secretary

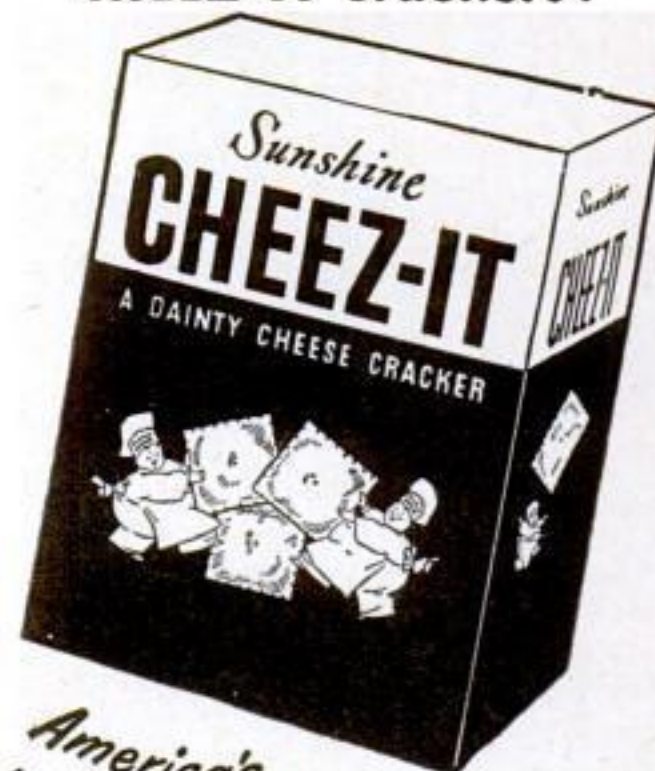
Socialist Party U.S.A.  
New York, N.Y.

CONTINUED ON PAGE 12

## MAN HANKERS



for that distinctive  
tangy flavor of  
**CHEEZ-IT** crackers!



America's  
largest selling cheese cracker!

A Quality Product of Sunshine Biscuits, Inc.





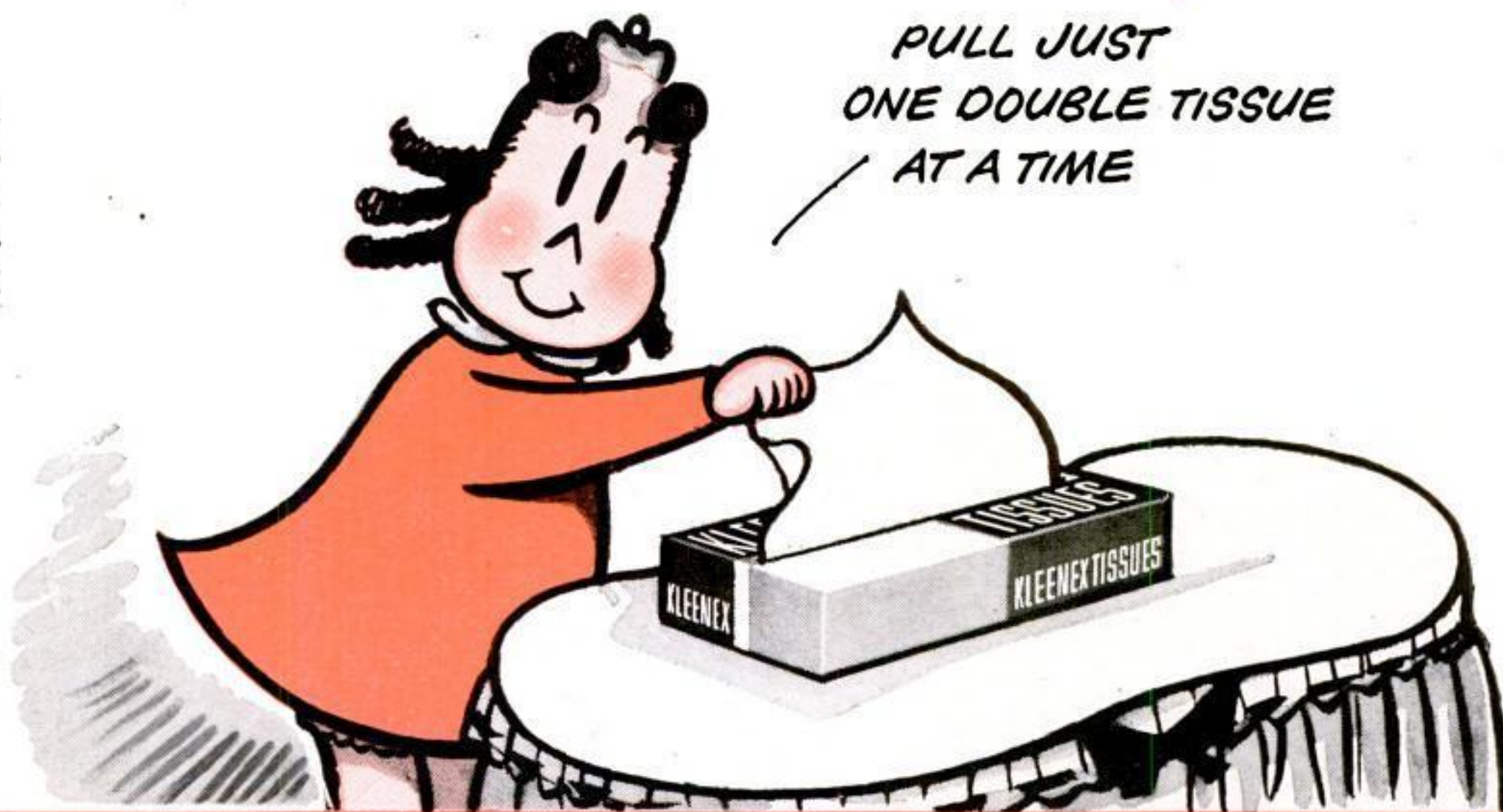
# LITTLE LULU

by Marge



## LITTLE LULU says

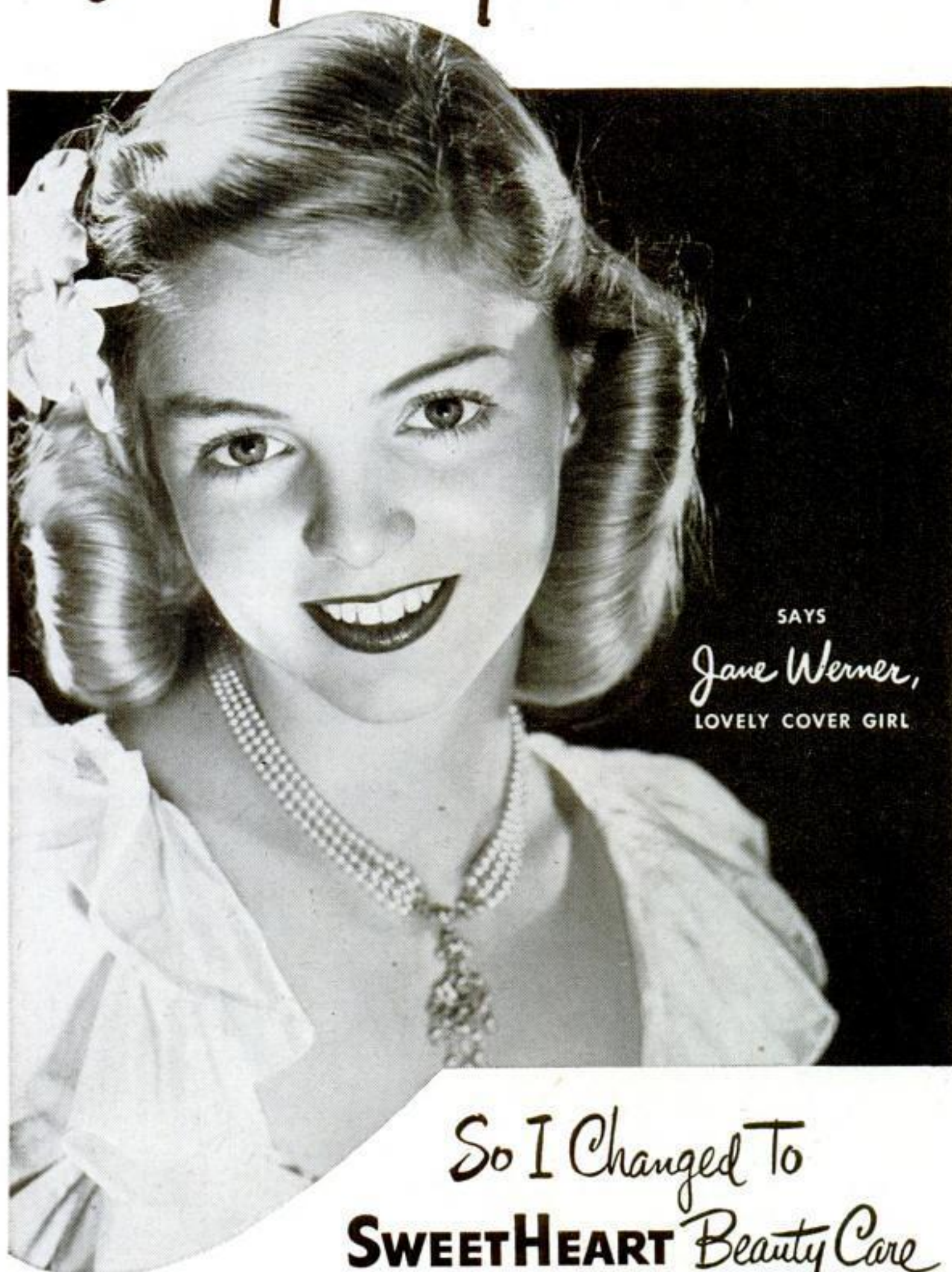
Compare tissues—compare boxes—and you'll see why 7 out of 10 tissue users like Kleenex better than any other brand! No other tissue gives you *all* the advantages of Kleenex. Soft! Strong! Pops up!



*America's  
Favorite Tissue*



# Beauty's My Business.



SAYS  
*Jane Werner,*  
LOVELY COVER GIRL

## So I Changed To SWEETHEART Beauty Care



● "My delicate skin thrives on SweetHeart Care," says Jane. "It reveals a clear, sparkling look that photographs radiantly."

Follow Jane's lead. Change to SweetHeart Beauty Care. For it can give you a lovelier complexion by this time next week. Prove it! Put aside casual skin care. Start SweetHeart Beauty Care today.

Each night . . . each morning . . . massage your face with SweetHeart's creamy, extra lather. Rinse with warm . . . then cold water. Do this for just one week. Then see the difference. How much softer your skin looks . . . smoother . . . younger, too!

So put a ring around the date. For this time next week you can have a lovelier complexion—if you change today to beauty care with pure, mild, fragrant SweetHeart Soap.

### THE AMAZING ACTION OF SWEETHEART'S EXTRA LATHER

● SweetHeart's rich, extra lather has a remarkable Floating Lift action. Countless tiny bubbles bathe the outer pore openings. Gently lift off dirt and dry skin flakes. Gently float them away. That's why SweetHeart Beauty Care leaves your skin cleansed . . . stimulated . . . radiant. Looking softer . . . smoother . . . younger.

## SWEETHEART

The Soap that AGREES with Your Skin

● For luxurious beauty baths, get SweetHeart Soap in the new, large bath size.



## LETTERS TO THE EDITORS

CONTINUED

Sirs:

By courtesy of LIFE, I am apprised of Harry Fleischman's denial that Norman Thomas had been challenged to debate with the presidential candidate of the Socialist Labor party, Edward A. Teichert. Fleischman's denial will not stand up against the facts. On Aug. 31, 1944, Teichert challenged Thomas to debate the question: "Resolved, That the Socialist Labor party program alone points the way to industrial democracy." . . .

Mr. Thomas declined the challenge on the ground that such a debate "would interest a few people, but it would not be the best use of our limited time and energy." . . .

The challenge against Thomas and his party is a standing one with the Socialist Labor party. Mr. Teichert will be happy to meet Mr. Thomas in public debate anywhere and any time.

ARNOLD PETERSEN  
National Secretary

Socialist Labor Party of America  
New York, N.Y.

### "OPERATION VITTLES"

Sirs:

On July 15 I flew from the Rhein-Main Airport in Frankfurt to the Tempelhof Airport in Berlin on "Operation Vittles." Because of this I feel compelled to write a letter of commendation on your editorial "The Big Lift" (LIFE, Aug. 23).

Those of whom you write are entitled to our praise and prayers. "Operation Vittles" is the greatest demonstration of Christian democracy the people of the world have ever seen. Just three years ago it was perhaps these same men and planes who were flying instruments of death and destruction into this besieged city. When this fact was pointed out to a young German girl she cried, "I've never known people like this lived in the world."

A fellow-Georgian, General Lucius D. Clay, deserves an added word of praise. It is significant that his honor guard is made up of a magnificent group of colored soldiers who represent their country well, something else the Stalin-Communist finds hard to understand.

For this privilege of giving praise where honor is due I am grateful.

COLIN R. CAMPBELL  
Rector

Columbus, Ga.

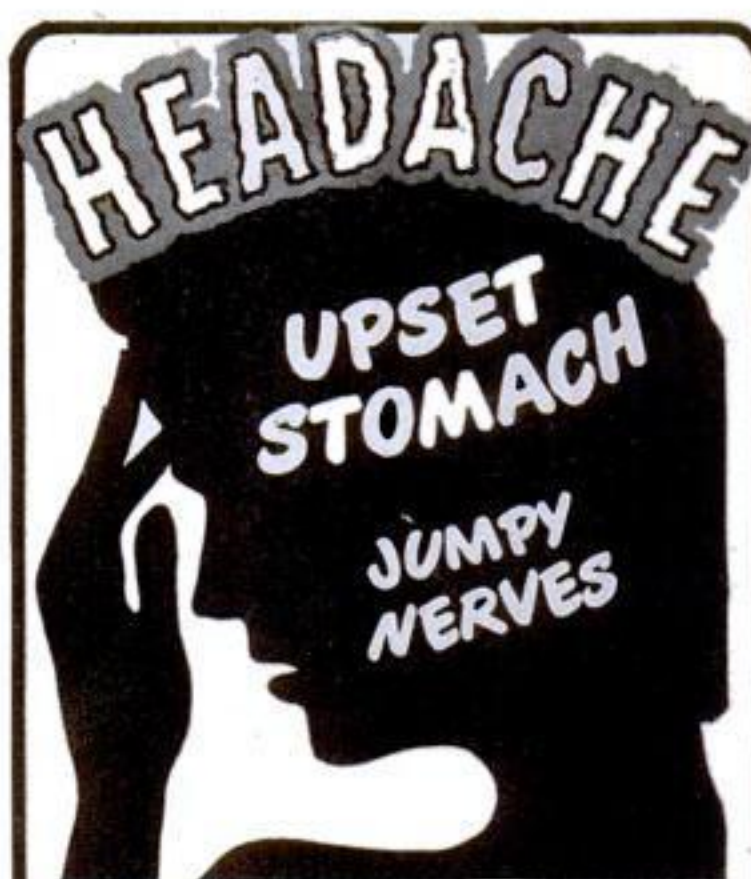
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TAKE FAMOUS  
BROMO-SELTZER



## RELIEF!



When headache brings upset stomach and jumpy nerves, all at the same time, take Bromo-Seltzer for quick help. Because Bromo-Seltzer is famous for fighting ordinary headaches these three ways:

1. Relieves pain of headache
2. Relieves discomfort of upset stomach
3. Quiets jumpy nerves

which may team up for trouble.

Simply put teaspoonful in a glass and add water. Bromo-Seltzer effervesces with split-second action . . . ready to go to work at once. Caution: Use only as directed.

Get Bromo-Seltzer at your drugstore fountain or counter today. Compounded in four convenient home sizes by registered pharmacists!



For FAST headache help  
**BROMO-SELZTER**

A PRODUCT OF EMERSON DRUG COMPANY SINCE 1887



# TRUST HIM

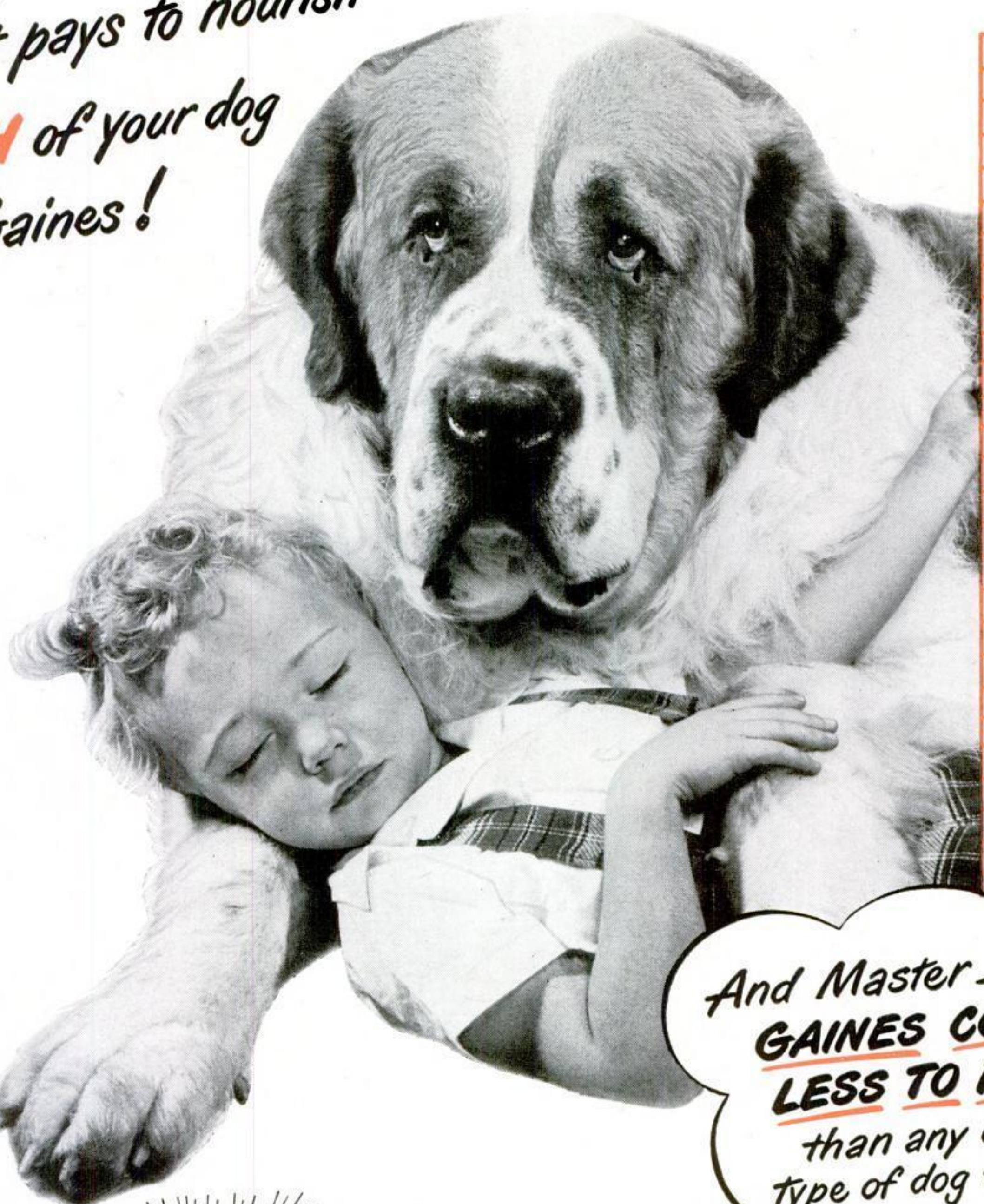
*to prove it pays to nourish  
EVERY INCH of your dog  
...with Gaines!*

Watchdogs, bird dogs, shepherd dogs, lap dogs—dogs of every size and breed—are proving in so many ways what proper care, and a food that nourishes EVERY INCH of a dog, can do!

Your dog's appetite, his looks, digestion, disposition, happiness, playfulness, strength, his entire well-being show the benefits. No wonder Gaines—that nourishes EVERY INCH of your dog—is America's largest-selling dog food.

And in today's Gaines you get the revolutionary advancement in dog nutrition . . . VIACTRON.

Don't Forget  
NATIONAL DOG WEEK  
September 19-25



HEAD  
Massive

DISPOSITION  
Good-  
Natured

BODY  
Powerful

LEGS  
Strong

*And Master —  
**GAINES COSTS  
LESS TO FEED**  
than any other  
type of dog food!*

**ONLY GAINES CONTAINS VIACTRON**—that helps  
Gaines-fed dogs get more good out of every ounce of food!

VIACTRON is a combination of nutritious foods prepared in granular form by an exclusive Gaines process. It is rich in vitamins, minerals, high quality proteins, and highly digestible carbohydrates

and fats. Due to these ingredients and the Gaines process, VIACTRON enables a Gaines-fed dog to digest and utilize more of the potential nourishment in his food. Only Gaines contains VIACTRON.

**New Gaines Meal**  
with **VIACTRON**

*"NOURISHES EVERY INCH OF YOUR DOG"*



A Product of General Foods





①

**BEWILDERMENT AND ANGUISH MARK THE FACE OF A LITTLE BOY LOST AMONG A CROWD OF HOLIDAY MAKERS IN A BIG AMUSEMENT PARK**



# **SPEAKING OF PICTURES**

## **... GETTING LOST IS CHILDHOOD TRAGEDY**

Bawling his heart out on the opposite page is one of the 25 or so little children who got lost in the crowd on a recent Sunday at Palisades Amusement Park in Fort Lee, N.J. He is Donny Hart, who is 3 years old, and like most of the thousands of youngsters who daily get lost in parks, on beaches and in stores all over the U.S. he was never able to explain how he got separated from his mother. To show the sudden bewildered terror of a lost child, LIFE Photographer Martha Holmes spent all day in the park, finally happened on Donny and a little girl (*next page*) and chronicled their anguish and their rescue. But such rescues are all in the day's work for the 12 policemen on duty every Sunday. A policeman who spots a panicky child tries to calm him with an ice-cream cone and leads him to a room in the administration building provided with Teddy bears and candy. A public-address system broadcasts a description of the child, and generally within 10 minutes of its beginning the whole drama comes to a happy end with a hysterically happy reunion of mother and child.



**OFFICER CHARLES LAHM TRIES TO COMFORT DONNY, BUT HE ONLY GOES ON SOBBING**



**HE IS STILL UNHAPPY WHEN LED TO ADMINISTRATION BUILDING**



**WILD WITH JOY AT RESCUE, DONNY HUGS HIS REFOUND MOTHER**



This name means comfort to millions



Connie \$9.95



Diana \$9.95



Trudy \$9.95

ENNA JETTICKS ARE MADE IN AN EXTREME RANGE OF SIZES AND WIDTHS

\$7.95 to \$9.95

# Enna Jetticks &

Smartest Walking Shoes

America's

ENNA JETTICK SHOES, INC., Auburn, N. Y.

## SPEAKING OF PICTURES

CONTINUED



①

**LOST GIRL** (named after V-E Day, when she was born) wildly brandishes a tattered paper umbrella as she calls on the world to witness her unhappy plight.



②

**PICKED UP** by Police Officer Mike Okin, Vic begins to calm down a little.



③

**MAKING FRIENDS** with the officer, she feeds him some French fries.



④

**BACK IN ARMS** of her mother, Vic is chiefly interested in a doll with a satin dress that kept her entertained when she was in the administration building.



# Nashua

## the "magic" blanket

...warmer than many costing up to twice as much!



Just feel the deep, fleecy nap of this feather-light blanket! It's a "magic" nap that will keep you cozy on the coldest nights . . . because a Nashua Purrey<sup>†</sup> blanket is different from any you've ever bought. Its patented blend\* of scientifically processed rayon fibers and wool makes a Nashua warmer than many blankets costing nearly twice as much.

And here's more "magic"! Nashua Purrey blankets need no old-fashioned moth protection—moths won't eat them!

Nashua blankets are featured by leading stores everywhere. Notice the rich, glowing colors, the wide rayon satin bindings—then the modest price tags! Ask for Nashua blankets at your favorite store today.

\*Patent 2,208,533 †Reg. U. S. Pat. Off.

### ALL these advantages, too!

Money back . . . if your Nashua Purrey blanket is damaged by moths

Warmer than many blankets costing nearly twice as much

Deep, "frosted" nap—light as a feather

9 gorgeous colors—and white that stays white

Rich rayon satin binding

Washable in mild suds

In 3 sizes: 72 x 84—\$6.95  
72 x 90—\$7.95  
80 x 90—\$8.95

Only **\$7<sup>95</sup>** FOR 72" x 90" SIZE

NASHUA MILLS, DIVISION OF TEXTRON Inc.,

ALSO MAKES BLANKETS OF COTTON AND MIXED FIBERS • COMBED PERCALE AND MUSLIN SHEETS • INDIAN HEAD<sup>†</sup> COTTON • SHOWER CURTAINS • HOME FASHION FABRICS



# Telechron Electric Clock prices are still as low as \$4<sup>50</sup>\*



## LITTLE TEL . . . a family favorite

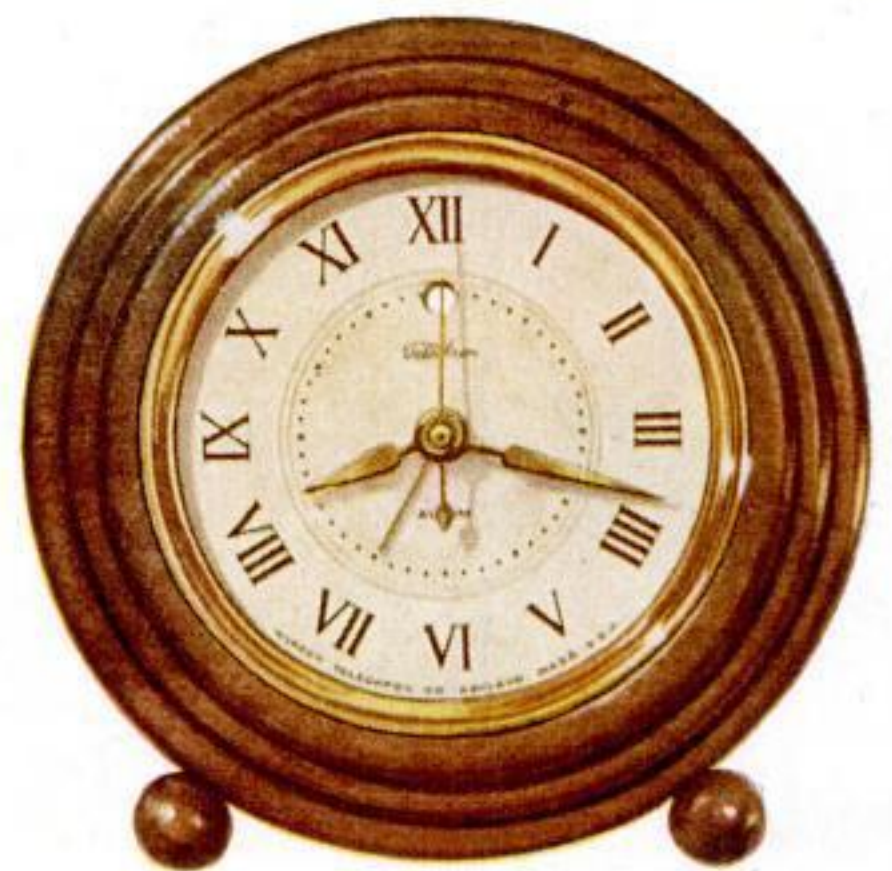
Low priced for family buying, this little clock brings you all the advantages of an electric alarm . . . silence through the night . . . on-the-dot time . . . and an alarm that keeps sounding until the sleeper wakes up to stop it. Ivory-colored plastic case.

**\$4.50**  
Plus tax



Right time to help you through busy days! Electric time by Telechron, in handsome clocks that never need winding, oiling, or regulating . . . and each has the long-life, self-starting Telechron motor you can depend on for years of on-the-dot service. See them at your Telechron dealer's. Telechron Inc., Ashland, Massachusetts. A General Electric Affiliate.

\*Plus tax



## EMBASSY . . . practical and charming

An electric alarm that's shapely and handsome, with a quaint "Colonial" air. Maple-finished, and with roman numerals, it adds a fresh, bright touch to a bedroom . . . and it's an efficient awakener too. Depend on it for right time for years.

**\$9.95**  
Plus tax



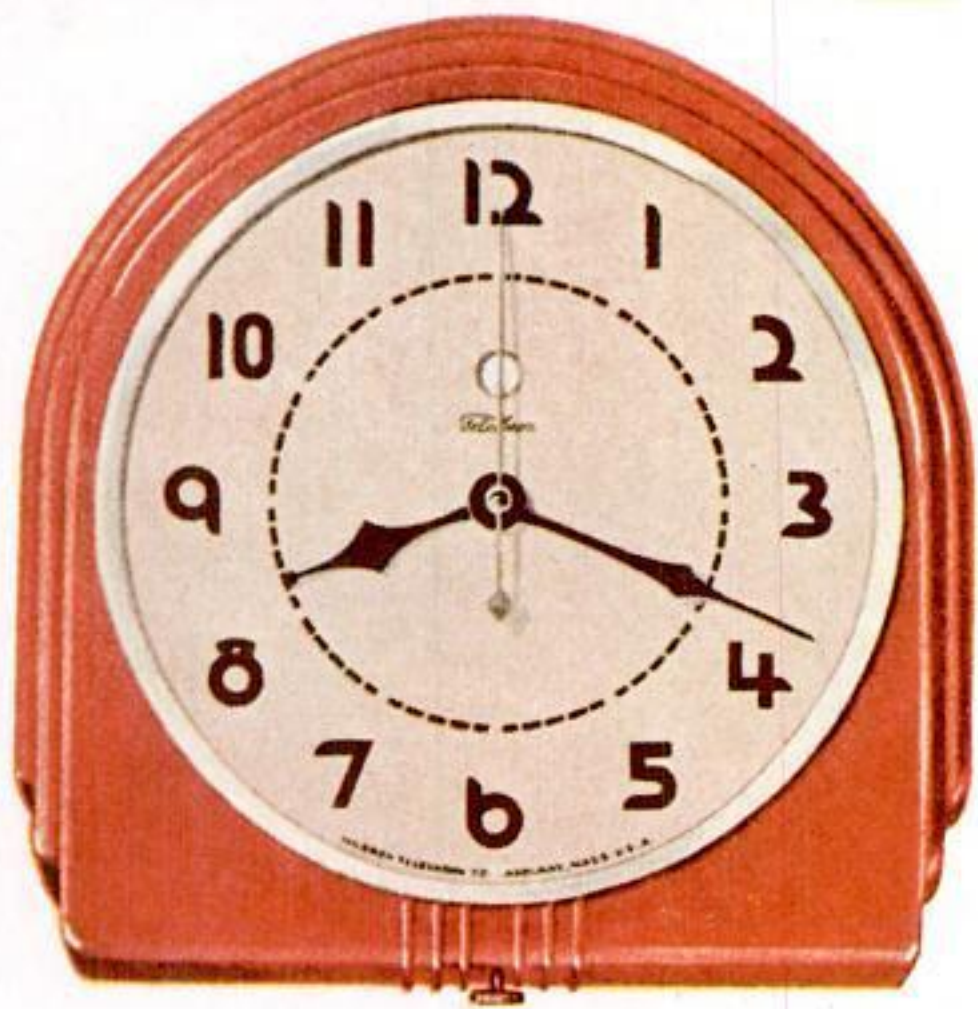
## MUSALARM . . . it's a radio, a clock, a musical alarm

Soothing . . . in the way it wakens you with a lilting tune (at a time and station you've pre-set the night before). Sure . . . with a regular alarm that sounds 10 minutes later, in case you sleep through. It's a clear-toned, automatic radio, a right-to-the-minute electric clock.

**\$39.95** including tax  
Slightly higher in Far West





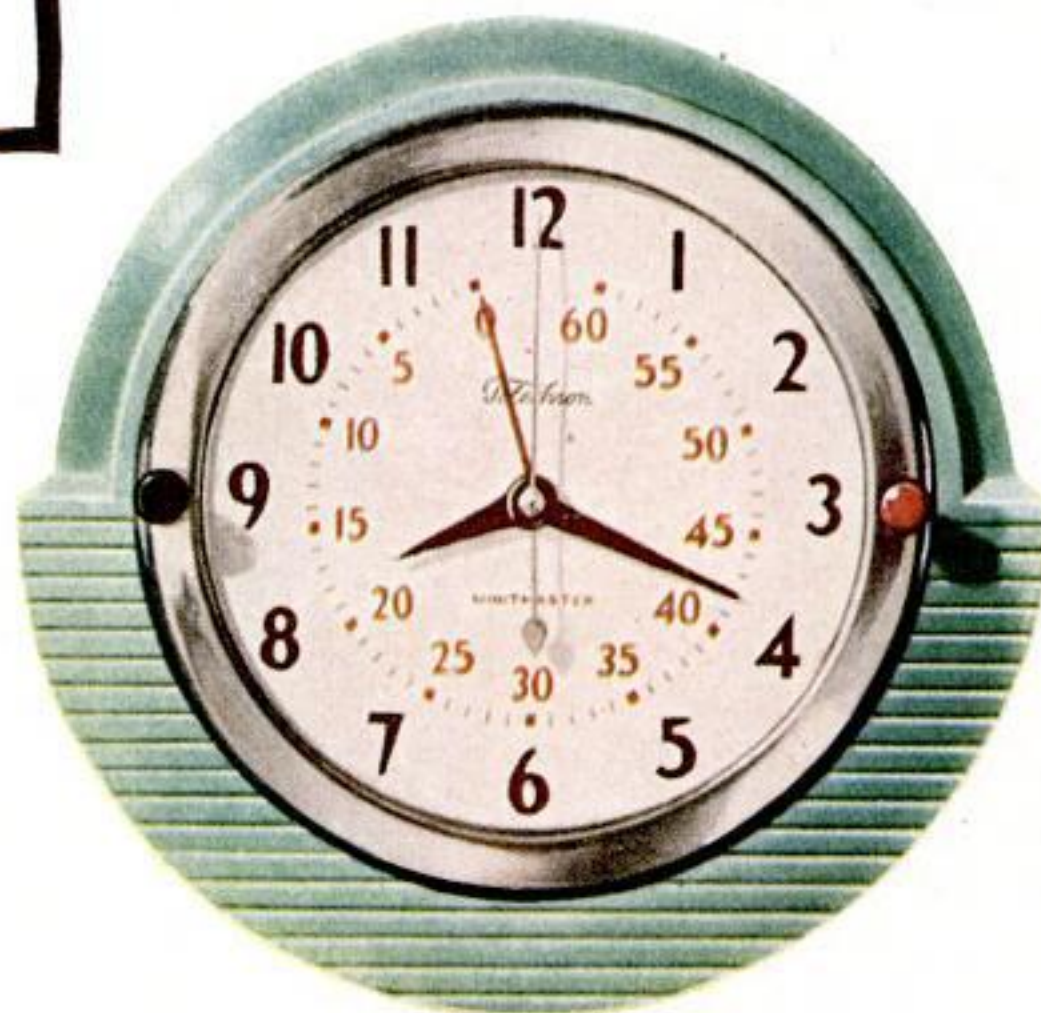


### **BUFFET . . . your kitchen helper**

Right-to-the-minute *electric* time makes it easier to bake a done-to-a-turn cake, or cook up a better meal. This clear-faced Telechron

**\$4.95**

*Plus tax*

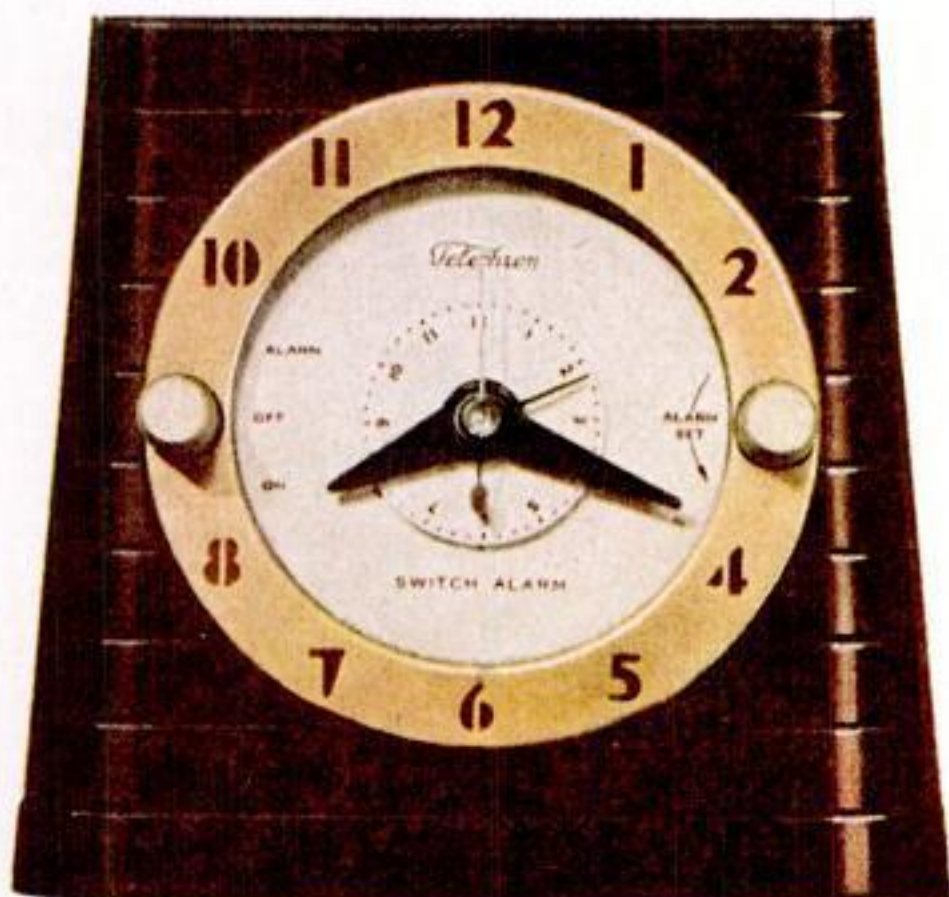


### **MINITMASTER . . . for time, and timing**

This handy Telechron *electric* kitchen clock sounds an alarm when the cooking time is up. Set it for as little as one minute, as long as sixty. Plastic case in red, green, white, or ivory.

**\$7.95**

*Plus tax*



### **SWITCH-ALARM . . . wakens 'em to music**

This clever *electric* clock will turn on your radio automatically at a pre-set time to waken you to music, or bring in a favorite program. It can be used as a regular alarm clock, with a standard alarm signal, as well. Mahogany-colored plastic case.

**\$7.95**

*Plus tax*

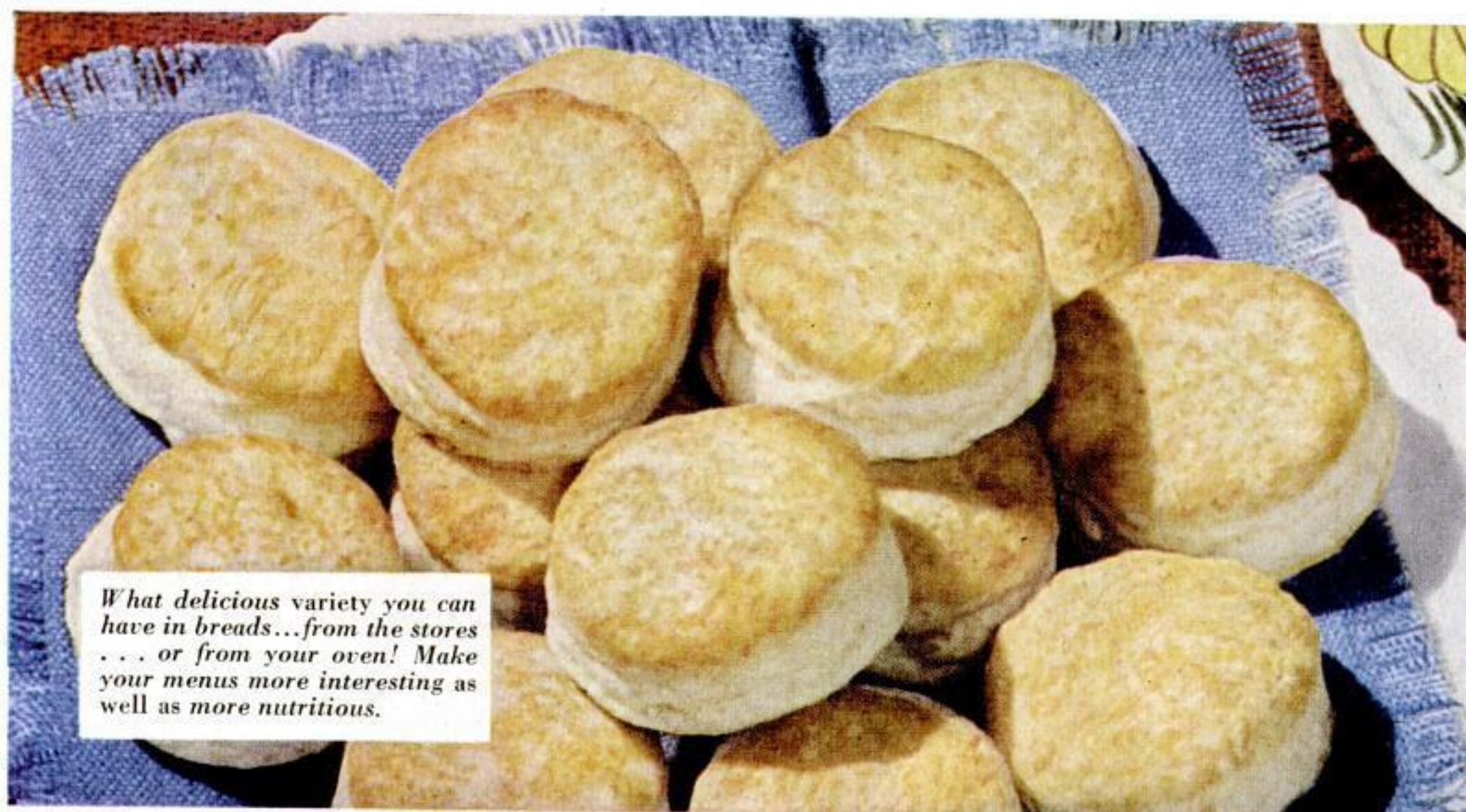
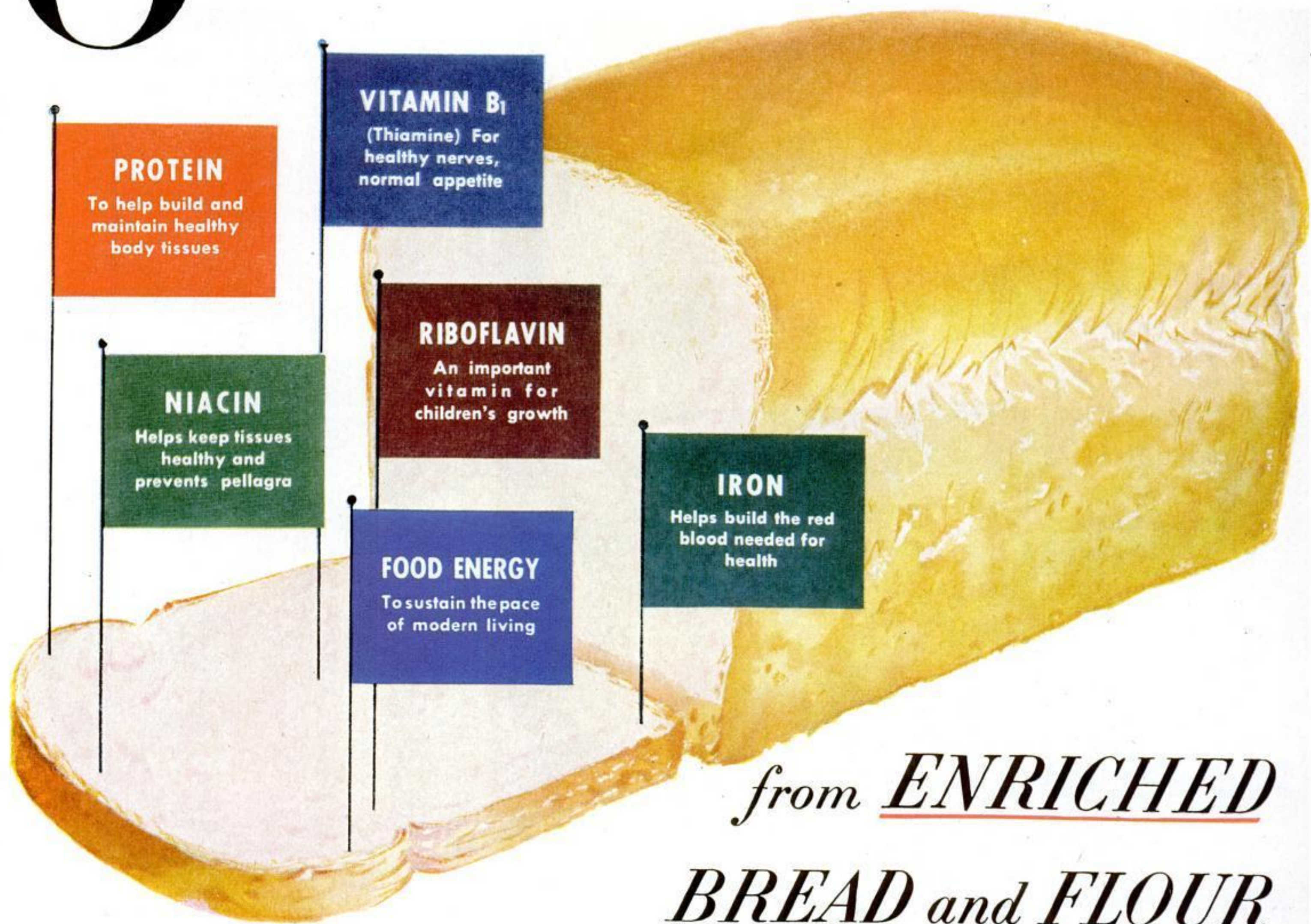


• Telechron . . . the first and favorite *electric* clock . . . brings you right time for every room. Choose from smart styles in alarms, occasional, kitchen clocks, and awakening devices . . . at your Telechron dealer's. Prices and specifications subject to change without notice.

**Telechron**  
REG. U.S. PAT. OFF.  
**ELECTRIC CLOCKS**



# 6-way nourishment



What delicious variety you can have in breads...from the stores... or from your oven! Make your menus more interesting as well as more nutritious.

OUR MODERN BREAD! Think of it no longer as just an inexpensive way to get food energy... important though that is when we're living at so fast a pace. Read those flags! They tell you what *enriched* bread and flour really *do* contribute to the all-round balanced diet you and your family need.

From modern enriched bread and baked foods made with enriched flour you get 6-way nourishment! Remember that... every day at meal time, at snack time.

"IS BREAD FATTENING?" No; nutritionists tell us breads are no more fattening than any other food of equal energy content. The carbohydrates of bread are readily and easily converted into energy which is then used by the body as needed.

Copyright 1948 by Wheat Flour Institute

W H E A T F L O U R I N S T I T U T E

The nutritional statements in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.





## LIFE'S REPORTS



**TWO LITTLE GREEK GIRLS**, who have grown up during eight years of war and occupation, are now being evacuated from guerrilla-held territory.

# THE GREEK PEOPLE IN THE LONG WAR

by H. G. KIPPAX

A shot fired in Athens' Constitution Square during a demonstration one December day in 1944 set off a civil war which has not ended to this day. As the conflict dragged on, first the British, then the American government, gave support to the Greek government while Russia backed up the Communists. Last week as the guerrillas of Communist "General Markos" fought Greek regulars in the rugged hills, LIFE received this report on the nation's travail from a correspondent of Australia's Sydney Morning Herald.

Not until you leave Athens does the war seem real. Even in Konitsa, the battered, beautiful little town up in the north near Albania and within sound of the battle, each day's events seem to plod as patiently as the mule trains that go up to the fighting in the mountains behind, and there is time for cups of coffee and afternoon siesta. The war seems a long way off.

But not as far, not as impossible, as it seemed in Athens. In the violet twilight of the capital, gaiety, a sea of lights and prosperous city sounds froth around the monstrosity of the Hotel de la Grande Bretagne and overflow into a Constitution Square whose every coffee table is occupied and where waiters sweat to deliver orders and even the beggars smile. The scene mocks reality. It seems to defy explanation. Let one of the British colony tell it.

"It's a mess," he says, "but the Grande Bretagne isn't Athens, and Athens isn't Greece. There's no war here—the war went with the Communists to the hills.

"Don't think there aren't Communists here, for all that. General Markos has only about 24,000 men, and only one in three of those is worth anything to him. But the Communist party has about 200,000 members. . . ."

(A thin girl-child, barefoot, miserably dressed, offers a bunch of flowers and awaits refusal with patient, irresistible eyes.)

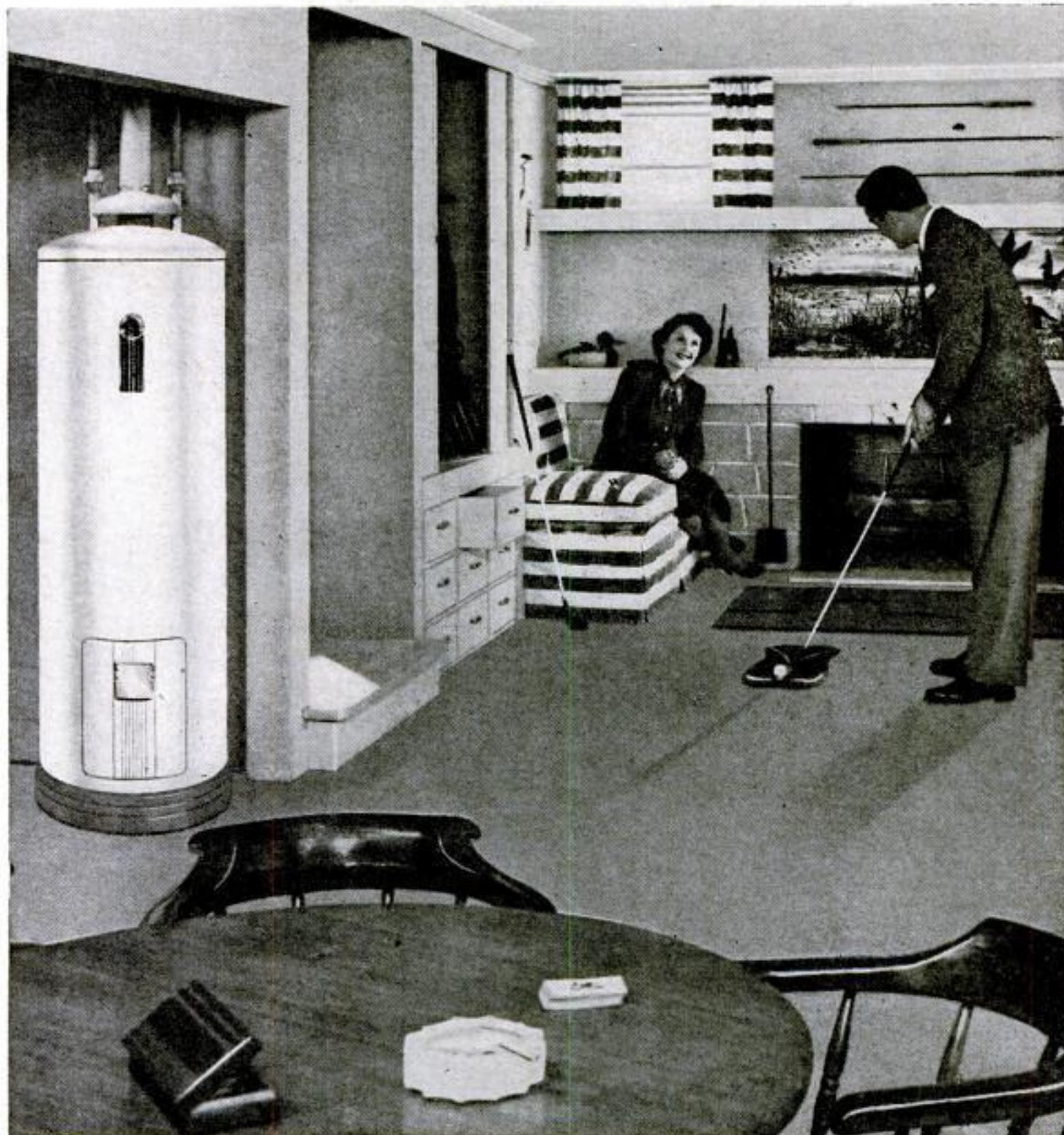
"They're the ones who lay the mines and sabotage the trains and roads and ports and murder whom they can—Ladas, the minister of justice, for instance, as he was coming out of church last spring."

(The flower girl watches you, and the very resignation in her eyes is a cue.)

"Economically, the country's beggared. It couldn't pay its way even before the war. After the war came the occupation and the civil war. Now half its roads are useless for motor traffic; its main ports are ruined; its chief wealth, from agriculture, is blasted by the guerrillas; its overseas markets have shrunk to hardly anything—how many can afford the luxuries Greece exports? Greece can only depend on

CONTINUED ON NEXT PAGE

## Buy a Hot Water Heater that LASTS!



Perfect—and perfectly practical! This attractive hobby room and new Rheem Automatic Water Heater add new enjoyment to your home.

**Corrosion wears out 10,000 water heaters a week. Look for these safeguards when you buy.**

By *R.E. James*  
Rheem Heating Consultant

Whenever water and metal meet, slow corrosion starts. That's why your tank should have a good lining of zinc. It actively resists corrosion and bars it from getting a foothold on the metal tank. The Rheem-Processed tank on the automatic Rheem water heater is made of heavy gauge steel, fused so evenly with a zinc coating that no tiny pinholes remain.

Some water heaters also have a magnesium rod installed in the tank. During the time the heater is in use, the magnesium metal is gradually deposited on the tank, further strengthening it against leakage. This magnesium rod is standard equipment on some Rheem models, optional on others at extra cost.

Take the trouble to assure yourself of these features, and you can count on many years of trouble-free service. See that your water heater has earned the Good Housekeeping Guaranty and that it is approved

Foreign affiliated companies  
In Brisbane, Melbourne, Sydney, Rio de Janeiro, Singapore, and Hamilton, Canada.

by the American Gas Association or Underwriters' Laboratories, Inc. These endorsements on Rheem appliances mean they have passed every test for safety and dependability.

### Easy Does It

Of course your new water heater will be fully automatic. The Rheem goes on and off by itself to keep a supply of hot water always on hand, yet conserving on fuel. The thermostat dial enables you to control water temperature. You can buy the Rheem for gas, electricity or oil.

Your plumbing dealer can help you to select the correct size and model. And you need have no fears about leakage or corrosion if the tank, like the Rheem's is guaranteed.



Leak-Tight Tank



Rheem Manufacturing Company  
Dept. L-9  
570 Lexington Avenue  
New York 22, N. Y.

Please send me free detailed specifications on Water Heaters for ☐ gas, ☐ electricity, ☐ oil.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_





**EVA:** Poor Tom! He certainly got stuck with a prize dud when he got me. I can't even go to a party without getting ill. He was having such fun, too. I hope he doesn't mind having to come home early.



**TOM:** Sounds to me like maybe the food and drinks at the party have given her acid indigestion. Well... I know how to take care of that — and in a way that's really quick, so she'll be able to sleep.



**TOM:** I have all the faith in the world in Phillips' Milk of Magnesia. Some people think of Phillips' only as a laxative, but it's also one of the fastest, most effective acid neutralizers known to science.



**EVA:** Phillips' is simply amazing! By the time I was ready to get into bed, I felt lots better. And I slept... oh, deliciously! Today, I'm frisky as a colt, and know I'll be the world's best wife from now on.

SO GENTLE FOR CHILDREN...SO THOROUGH FOR GROWNUPS

# PHILLIPS'

MILK OF MAGNESIA

Liquid or Tablets



Get the 50¢ bottle: Contains three times as much as the 25¢ size. Also in convenient, pleasant-tasting tablet form—25¢ a box, less than 1¢ a tablet.

## LIFE'S REPORTS CONTINUED

charity, American charity..."

(You buy the flowers and talk to her. She is 13. Her father? "Kaput." Her mother? "Kaput." Her home? In Thessaly—burned down during a raid. And now? She lives with her sister. Her sister is 17; had a good job but lost it. Now she doesn't work but she makes more money. You guess the rest.)

"Food is dear. The government is studying rationing. They've been studying it a long time. They have indeed. They can't ration a) because the Civil Service isn't efficient enough, b) because there simply isn't enough of most goods to go round..."

(At a table nearby a young bootblack is gazing down toward Churchill Street. His eyes are as bright as a bird's; his box and his brushes are beside him, and in his hands he holds and fingers quite a thick wad of notes. He talks to himself, he laughs...)

"And against this background of terror and poverty and war-weariness you get the main drama (or so it seems here in Athens!), the political drama, intrigue in high circles, and the parties in the coalition government battling for the advantage when the war ends and they can hold elections again."

(The bootblack is a well-known character; not mad, you understand, but his mental balance a little disturbed after he saw the Communists throw his father into a burning vat of oil.)

"If only the Greeks had a leader. If only there were younger men to take the lead in Parliament..."

Four soldiers at the next table leave, and John Citizen—bald, beaming John Papadopoulos—claims it for himself and his family. He is a good fellow, is Mr. Papadopoulos—vital, optimistic, friendly, ready to be extraordinarily hospitable to any stranger. He may not have a leader, but at least he has hope.

He is a civil servant. He earns 350,000 drachmas a month (less than \$9 a week). He has the flat he had before the war, and the rent is pegged. He has one good meal a day—beans in oil for lunch—and at night he takes the family for a walk. When he goes home he will dine on some bread perhaps and a little salad perhaps... there will be something...

He is laughing now at suggestions that the Civil Service should be cut by 150,000. An American suggestion obviously! But he knows they won't cut the Civil Service; those who lost their jobs might become Communists.

Journeying north, terror and

A new **BRUZER** Style

A SHOE FOR YOUR ACTIVE LITTLE "FELLA"

Rough playing youngsters will find it hard to scuff away the neat good looks of this new BRUZER style. Raw Cord Sole is non-skid... super-tough!

Edwards 314-22 N. 12th St., Phila. 7, Pa.

**"FINEST** precision writing instrument of its kind in the world!"



Regular 84 character keyboard same as on big office machines

- 5 Big Machine Aids
1. TOUCH SELECTOR
  2. VARIABLE LINE SPACER
  3. FLOATING SHIFT
  4. ONE STROKE RIBBON REVERSE
  5. TYPEBAR SPEED BOOSTER

ASK DEALER FOR DEMONSTRATION AND BUDGET PLAN

**Smith-Corona**

PORTABLE TYPEWRITERS

CONTINUED ON PAGE 24



# What was the whispered Truth...

that destroyed  
one man and turned  
mother and daughter  
into bitter rivals for  
love of another?

Your emotions will be  
shocked, shaken by the vio-  
lence of this drama... the most  
powerful stage play of our  
generation... now a  
mighty and thrilling  
motion picture!



**NOW AT  
POPULAR PRICES**  
*Thousands paid \$2.40 to see this  
great picture on Broadway!*

"Sustains an assault on the emotions as no other picture  
has ever done!" —LIFE MAGAZINE

"Charged with exciting melodrama... a picture with  
guts, sweep and imagination!" —N. Y. HERALD TRIBUNE

"Will certainly stir you!" —COSMOPOLITAN MAGAZINE



**ROSALIND RUSSELL  
MICHAEL REDGRAVE  
RAYMOND MASSEY • KATINA PAXINO  
LEO GENN • KIRK DOUGLAS**  
in EUGENE O'NEILL'S

## **Mourning Becomes Electra**

with NANCY COLEMAN • HENRY HULL  
Produced and Directed by DUDLEY NICHOLS





# Magic Quick-Mix Cookies

## 5 varieties from 1 recipe!



NO BUTTER!



NO SUGAR!



It's **EAGLE BRAND**  
that makes 'em so good!



Eagle Brand is a sure way to easier cooking—smoother, richer-tasting desserts. Saves time, because it's fresh whole milk plus sugar, already blended for you. "Cooked down" to a glorious creamy smoothness.

Insures perfect results, because it's the original Sweetened Condensed Milk. Every drop made to Borden's high standard of quality. Every magic recipe tested for failure-proof perfection.

**FREE!** Eagle Brand Magic Recipe Book—70 wonderful candies, puddings, pie fillings, frostings, ice creams. For your copy, send post card to Borden's, Dept. L-948, P.O. Box 175, New York 8, N. Y.

### MAGIC QUICK-MIX COOKIES

1 1/3 cups (15-oz. can) Eagle Brand Sweetened Condensed Milk  
1/2 cup peanut butter

Any one of these five ingredients:

- 1) 1 cup chopped nut meats
- 2) 3 cups shredded coconut
- 3) 2 cups raisins
- 4) 2 cups corn flakes
- 5) 2 cups chopped dates

Mix Eagle Brand Sweetened Condensed Milk, peanut butter, and any one of the five ingredients listed above. Drop by teaspoonfuls on well greased baking sheet. Bake in moderate oven (375°F.) 12 minutes, or until brown. Remove from pan at once. Makes about 30 Magic Cookies.



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### LIFE'S REPORTS CONTINUED

poverty loom ever larger. At Ioannina, in Epirus, the effects of civil war can be seen. They can be seen in the hundreds on the roads leading from the south—old men and youths, women and children, all driven by fear and fire from their farmlands, the precious strips of earth that have passed from father to son for generations and are only a little less dear than life itself. They straggle in, their goods on their backs or on mules, in little family and village groups, driving a cow or two and a few goats before them. A thin, old-looking girl of 20 pushes toward the U.N. Children's Emergency Fund representative who is feeding milk to the children, holding out a wailing brown mite whose eyes are discharging.

Nearby is Mr. Tsika. He is a gnarled old peasant and he can remember the Turkish wars 36 years ago and thinks they were no worse than this. He carries himself well and shows the world no suffering. Yet a month ago, while he himself was away, some of Markos' men came down to his village. "... They shot my sons. They said they were monarcho-fascists ... and they took away some of the other young men ... and a girl or two went as well. ..."

Mr. Tsika looks thoughtful and from somebody else you learn: "He knows the men who did it. He knows their families and their faces. Some day he will meet them. Then he will try to kill them. This civil war has started feuds that will last for generations." The war is all around Ioannina and yet the town itself holds little feeling of tenseness. There is a general siesta in the afternoon, and at night the coffee tables along the lake are crowded with townspeople and soldiers, talking, listening to bands playing American jazz tunes, talking—talking politics, local politics. ...

A score of miles away, or less, the guerrillas will be mining the roads, mining the crops, raiding a village or two. They mine the road from Ioannina to Konitsa, some 30 perilous miles of pot-holes and bumps, every night, and every day the mine-detecting squads go out ahead of the convoy and clear a way for it.

The guards plod up the steep, difficult track leading out of Konitsa to the mountains with the mule train. They are cheerful, brown-skinned lads who carry a rifle or a Tommy gun in one hand and a walking stick in the other. They seem carefree enough, but all the time they are watching where they put their feet.

The officers are from the brigade, on their way up to see the

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CONTINUED ON PAGE 26



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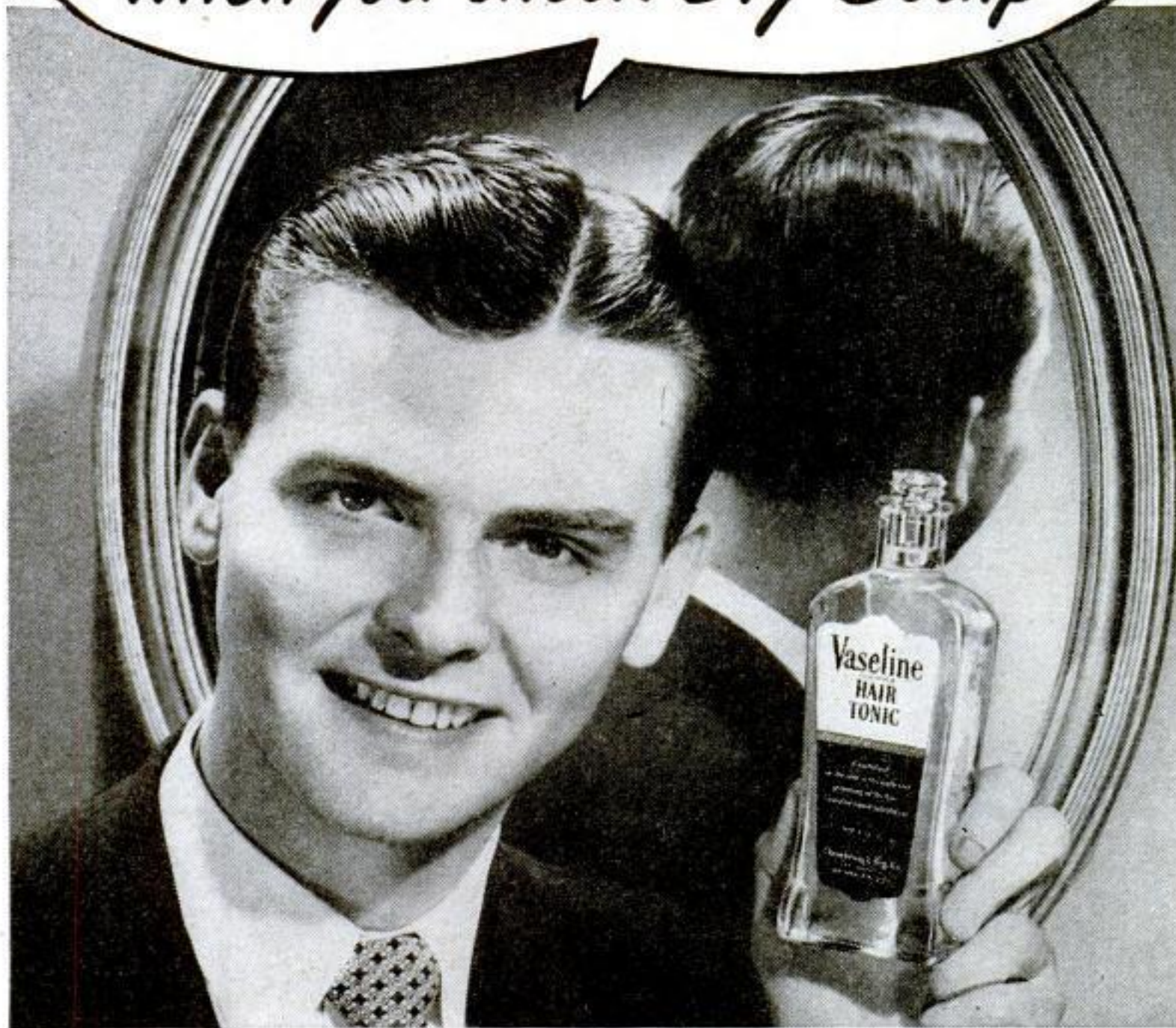


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## LIFE'S REPORTS CONTINUED

attack planned for that night. At the head, straight as a pine, rides Brigadier Katsias, a tough, grim, likable old soldier who has fought Italians and Albanians and Germans and Bulgars and who thinks the Communists the scum of Greece. Behind him rides the British liaison officer, "Mister George," Major George Dunlop, a Burns-quoting Scotsman who is older than he looks, has fought with Wingate in Burma and has the happy knack of advising without appearing to instruct. It is a peaceful, beautiful scene—goat-bells tinkling from the valley, snow on the mountains, sunshine and shadow flecking the rocky path.

The battalion is 5,000 feet up, precariously astride a razor-ridge that points like an arrow across the valley toward the rebels on the mighty and almost impregnable Kleftis. The enemy can be seen fleetingly through a binocular on Anonymon opposite. Anonymon is the dome-shaped mountain just below Kleftis which the battalion is going to attack. From down in the valley the Greek artillery keeps up its pounding, and the battalion mortars in front of the battalion commander's headquarters, a pine-logged eyrie on the highest point of the ridge, also hurl an occasional shell across the two miles of valley.

The sun goes down gloriously behind mountain peaks as forbiddingly beautiful as anything in Switzerland, and the shellfire becomes less and less frequent. In the foxholes they are having their evening meal—American rations mainly—and not very popular at that. The walkie-talkie operator calls methodically, monotonously. The stars come out. The brigadier and the colonel are still talking at midnight over their map. The battalion sleeps.

It comes to life again just as the first pale streaks of dawn are appearing behind Kleftis. Fires gleam, and there is a stir in the foxholes. Mess tins clink. The stir becomes a bustle and the silence is broken sharply by commands.

It is time to begin.

They come tramping in single file up the track past battalion headquarters. They go down the precipitous slope toward the valley, down toward the base of Anonymon. The thud of feet dies in the distance.

The sun comes up at 5, and the artillery springs to life, snarling like dogs awakened. The troops are at the "start line."

From Anonymon firing breaks out as suddenly as the rattling of summer rain on a tin roof. The attack has begun. The Greek infantry can just be seen pushing



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CONTINUED ON PAGE 28



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## LIFE'S REPORTS CONTINUED

up through the pines, then they disappear. The intensity of the fire increases; enemy mortars open up; the first messages begin to come back from the company commanders.

The sun climbs. At battalion headquarters they have coffee, bread and cheese at 7, coffee at 9. Katsias has asked for air support.

It arrives with a roar at 9:15—two Spitfires screaming down on Anonymon with rockets and 250-pounders. Great puffs of white smoke mushroom and sprawl on the mountainside. The Spits circle and dive again.

The first of the wounded begin to come back. . . .

At 10, Ionopoulos, who has been examining the mountain through a binocular, shouts to Katsias and he looks too. It is true; there are figures plainly discernible on the peak of Anonymon, and they are not guerrillas.

Ionopoulos says sardonically, "Tombaliathes, who commands that brigade opposite, was at military academy with me. Now he's a brigadier—with the bandits. . . ."

The Spitfires dive-bomb Kleftis. Again and again they dive, screaming down to within a few hundred feet.

The battle sways in the sun. Then, almost as if by agreement, the firing ceases.

Katsias grunts, drops down behind his map and orders coffee. The counterattack has been repulsed.

The brigadier returns to Konitsa in the afternoon. All is still quiet. It is siesta time—in Ioannina, in Athens, on Kleftis—and everywhere the Greeks—Nationalists and Communists alike—are resting, and the war seems far away; everywhere, that is, except on the bare, sun-browned peak of Anonymon, where feverishly, sweatingly, they get ready for the new counterattack that will come that night.



IN WAR TORN HILLS a Greek boy stares at the ruins of his village.



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## CONTENTS

### THE WEEK'S EVENTS

THE SOUTH GETS ROUGH WITH WALLACE.....	33
EDITORIAL: FEAR OF PLENTY.....	36
DEER HUNTER KILLS BROTHER, THEN HIMSELF.....	37
PROTESTANTS FORM A WORLD COUNCIL.....	38
ALBANY PROVIDES PREVIEW OF DEWEY ADMINISTRATION.....	42
GLEN COVE'S FAVORITE SON IS SAVED.....	46
TITO RESTS AT LAKE BLEDE HIDEAWAY.....	63
PARTY GUESTS MOVE A HOUSE.....	73
CHURCHILL VISITS KENT COUNTY FAIR.....	84
PENNSYLVANIA TOWN INHERITS A FORTUNE.....	91

### ARTICLE

THE WORLD OF MIRTH, by WILLIAM LINDSAY GRESHAM.....	142
-----------------------------------------------------	-----

### PICTORIAL ESSAYS

18TH CENTURY ENGLAND.....	96
THE NEW INTERNATIONAL SET.....	131
"HELL DRIVERS".....	56

### BUSINESS

FULLER BRUSH GIRLS PEDDLE NEW COSMETICS.....	81
----------------------------------------------	----

### NATURE

SUNSETS IN HAITI.....	158
-----------------------	-----

### MEDICINE

AIRBORNE HOSPITAL.....	161
------------------------	-----

### OTHER DEPARTMENTS

LETTERS TO THE EDITORS.....	9
SPEAKING OF PICTURES: GETTING LOST IS CHILDHOOD TRAGEDY.....	14
LIFE'S REPORTS: THE GREEK PEOPLE IN THE LONG WAR, by H. G. KIPPAX.....	21
PEOPLE.....	51
LIFE VISITS THE TULSA RIDING CLUB.....	166
MISCELLANY: HITCHHIKING TECHNIQUE.....	175

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### LIFE'S COVER

"Dobro, dobro (Good, good)," Marshal Tito of Yugoslavia replied recently when LIFE Photographer John Phillips asked permission to photograph him at his summer retreat in Bled. The result was the picture of Tito on this week's cover and others on pages 63 through 66. Phillips twice photographed Tito during the war and made a long march as a correspondent with a Partisan guerrilla column campaigning against the German occupation forces. This time he found Tito "gay and full of pep and totally unconcerned, although any Russian in Belgrade will tell you that they are going to get him."

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COVER—JOHN PHILLIPS	14, 15, 16—MARTHA HOLMES	21—FRANK SCHERSCHEL	28—DMITRI KESSEL	33—PHIL SCHULTZ FROM MAGNUM—A.P.	34, 35—LT. FRANCIS MILLER, RT. FRANK BURTON—A.P., FRANCIS MILLER, PHIL SCHULTZ FROM MAGNUM, FRANCIS MILLER	37—INT.	38, 39—N. R. FARBMAN AND DMITRI KESSEL EXC. RT. COL. SEC. FROM T. LT. JOYCE DUNBAR FROM B.S.	40, 41—N. R. FARBMAN AND DMITRI KESSEL	42, 43—HANK WALKER	44, 45—LT. ALLAN GRANT, CEN. A.P., RT. © N.Y. DAILY MIRROR—CARLSON STUDIO	46—RAE RUSSEL FROM PIX EXC. BOT. LT. ANTHONY LINCK	51—INT.—RAY ZELESKI FOR LOS ANGELES DAILY NEWS FROM ACME	52—FRANCIS MILLER—A.P.	56, 57, 58—PAUL NODLER	63, 64, 65, 66—JOHN PHILLIPS	68—SOVfoto	73, 74—LOOMIS DEAN	76—BILLY BLACKBURN—LOOMIS DEAN—SLIM AARONS	81, 82—CORNELL CAPA	84, 85—FRANK SCHERSCHEL	86—A.P.	91, 92—ANTHONY LINCK	97—STUDIO SUN LTD. COURTESY NATIONAL GALLERY, EDINBURGH	98—WALTER A. CURTIN COURTESY MRS. CECIL WEDGWOOD—JAHN & OLLIER ENGRAVING CO. ON LOAN AT ART INSTITUTE OF CHICAGO	99—STUDIO SUN LTD. COURTESY M. G. DASHWOOD, ESQ.—FERNAND BOURGES COURTESY PHILADELPHIA MUSEUM OF ART	100, 101—LT. FERNAND BOURGES COURTESY MARSHALL FIELD III—WALTER A. CURTIN COURTESY NATIONAL GALLERY, LONDON; RT. WALTER A. CURTIN COURTESY HIS GRACE THE DUKE OF RICHMOND AND GORDON	102, 103—FERNAND BOURGES—FERNAND BOURGES COURTESY ALBERT H. WIGGIN COLLEC-	104, 105—LT. WALTER A. CURTIN COURTESY VICTORIA & ALBERT MUSEUM—WALTER A. CURTIN COURTESY BRITISH MUSEUM; RT. STUDIO SUN LTD. REPRODUCED BY GRACIOUS PERMISSION OF H.M. KING GEORGE VI	106, 107—LT. FERNAND BOURGES COURTESY NATIONAL GALLERY, OTTAWA; RT. STUDIO SUN LTD. REPRODUCED BY GRACIOUS PERMISSION OF H.M. KING GEORGE VI—FERNAND BOURGES—COURTESY AMHERST COLLEGE ART COLLECTION	108—WALTER A. CURTIN COURTESY NATIONAL PORTRAIT GALLERY, LONDON	109—THE BETTMANN ARCHIVE, REPRINTED FROM "THE BOOK OF KNOWLEDGE" COURTESY THE GROlier SOCIETY, INC.—COURTESY NEW YORK PUBLIC LIBRARY	110, 111—LT. THE BETTMANN ARCHIVE—CULVER; RT. ALFRED EISENSTADT FROM PIX	112, 113—THE BETTMANN ARCHIVE, © NATIONAL PORTRAIT GALLERY, LONDON, THE BETTMANN ARCHIVE, © NATIONAL PORTRAIT GALLERY, LONDON—CULVER (2), © NATIONAL PORTRAIT GALLERY, LONDON, THE BETTMANN ARCHIVE—© NATIONAL PORTRAIT GALLERY, LONDON (2), CULVER, THE BETTMANN ARCHIVE	119—THE BETTMANN ARCHIVE	122—© NATIONAL PORTRAIT GALLERY, LONDON	131 THROUGH 135—JOHN SWOPE	136—YALE JOEL, JOHN SWOPE—YALE JOEL, JEAN SOUQUET	137, 138—JOHN SWOPE	142—CORNELL CAPA—LISA LARSEN EXC. CEN. CORNELL CAPA—CORNELL CAPA	143—LISA LARSEN	146 THROUGH 156—CORNELL CAPA	158, 159—ROGER COSTER FROM RAPHO-GUILLUMETTE	161, 162, 163, 164—FRANCIS MILLER	166 THROUGH 172—MICHAEL ROUGIER	175, 176—GODFREY FRANKEL
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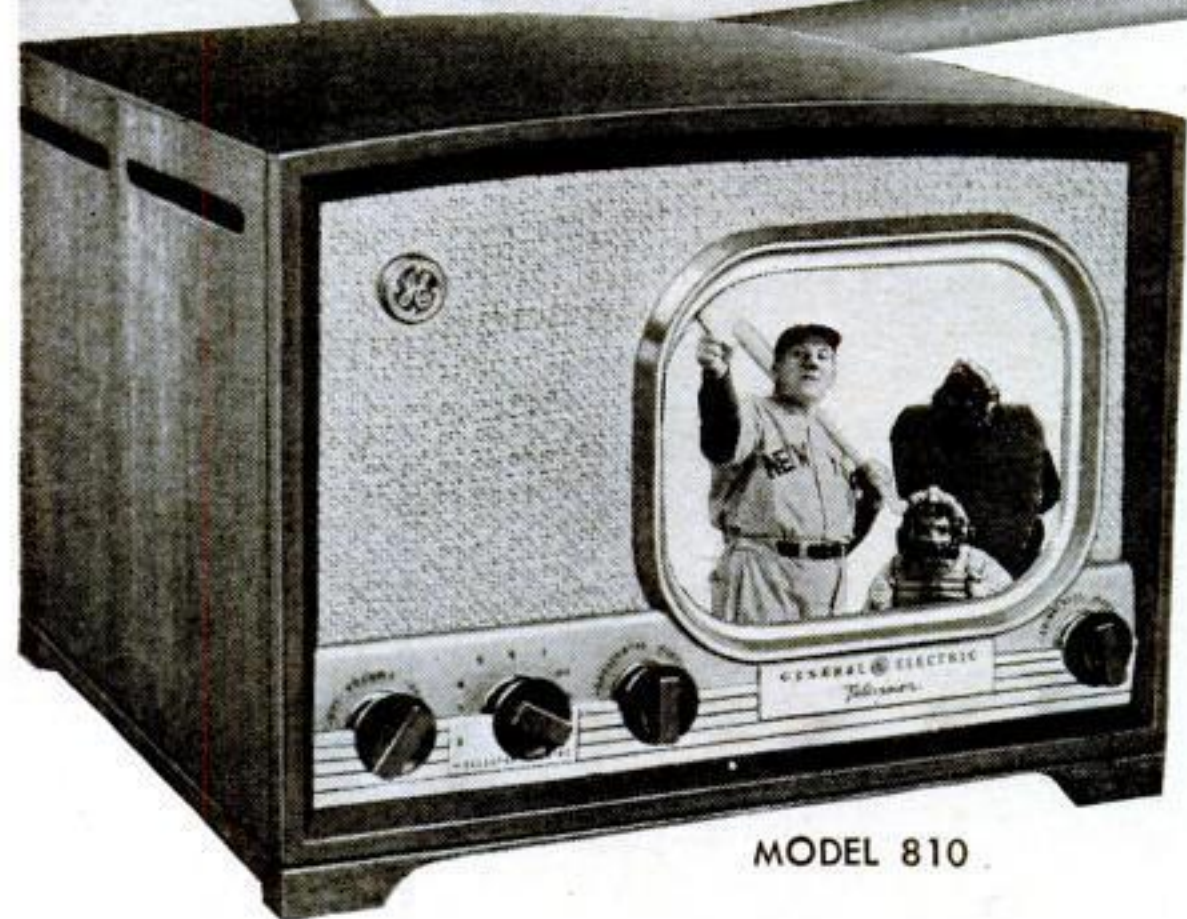
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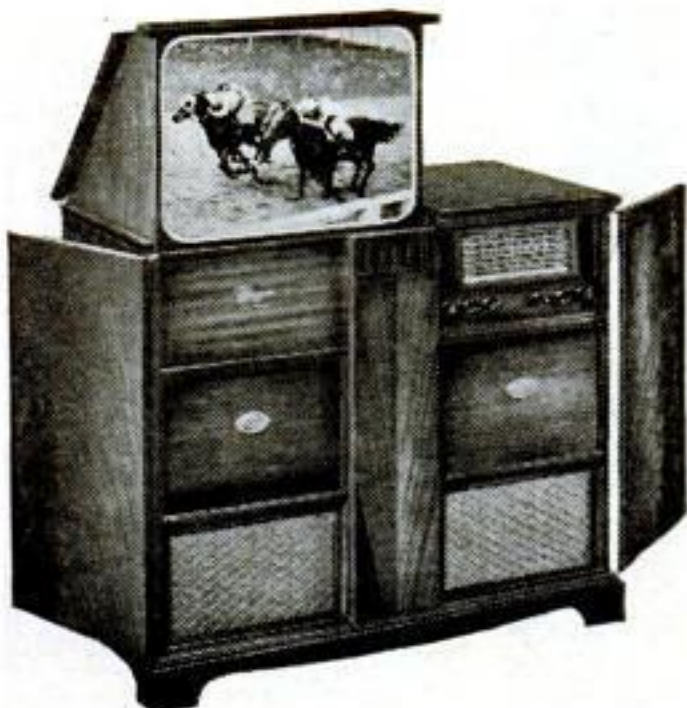
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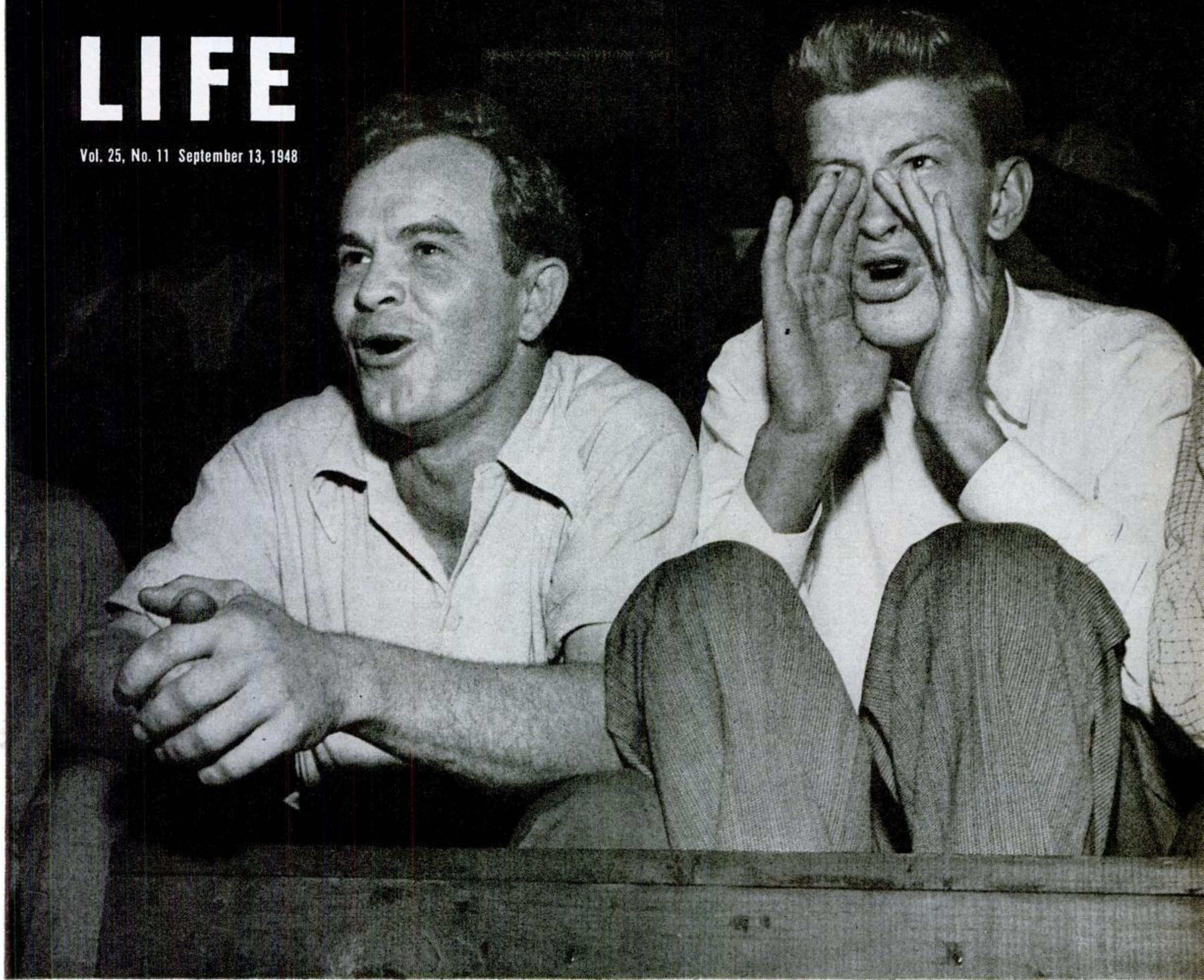
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## THE SOUTH GETS ROUGH WITH WALLACE

"The South," wrote Pulitzer prize-winning editor Hodding Carter of Mississippi last week, "is still a violent land. It is largely frontier in spirit. Its folkways unduly emphasize an exaggerated sense of personal honor which requires physical vengeance for an affront. . . . It is relatively lacking in organized police protection. . . . For generations, Southerners have taken the law into their own hands."

Just about the time that these words were appearing in newspapers, the third party's candidate Henry Wallace carried his campaign deep into the South. There was no evidence that Wallace, a mild man who dislikes any kind of conflict, was looking for trouble. There was considerable evidence that many of his Communist backers, who make a career of stirring hornets' nests, were looking for it and prepared to welcome it. And there was every reason to expect it—for Henry Wallace's views on Russia, and to an even greater extent his desire to use the force of the federal government to end segregation, are anathema in the South.

On the race question Wallace was as provocative as it is possible for a man to be. He traveled with a Negro secretary, ate meals at Negro schools and frequently

slept in Negro homes. He refused to speak at any meeting where Negroes were segregated from whites, or eat at any restaurant which refused to serve Negroes. He spoke out for equal rights in communities which had never dreamed of such a thing. He put his finger on the South's sorest nerve—an infection which the Communists love to exploit, but one which the U.S. must somehow cure if it is to remain a healthy and invulnerable democracy.

Inevitably the trouble came. A night meeting in the Durham, N.C. armory was nearly broken up by a fist fight; a college boy serving as a Wallace bodyguard was slashed eight times with a knife. Next day in the little towns of North Carolina, Wallace was greeted by angry crowds and showers of eggs and tomatoes. His speeches were booed and hecklers shouted insults. Wherever he went the village rowdies made the most of the opportunity to gang up on an unpopular man; once Wallace spoke with eggshell still clinging in his hair (left) and sometimes he was shouted down completely. Police tried to quiet the crowds. Almost all the newspapers along the Wallace route published strong editorials deploring the heckling. But it is hard to help a man who deliberately picks an argument in a waterfront saloon.



EGGSHELL IN HAIR after a hit on head, Wallace continues talking at Greensboro, N.C.





**SPLATTERED BYSTANDER**, hit by egg thrown in Birmingham, is still angry as policeman arrives (above). Below: a youth who had been carrying an anti-Wallace sign lies knocked out in armory in Durham, N.C. after fight between Wallaceites and hecklers.



**AFTER BEING SHOWERED BY EGGS AND RIPE TOMATOES IN BURLINGTON, N. C.,**

## WALLACE OUTLASTS EGG-THROWERS

Few candidates for public office have ever had such a tense and humiliating experience as Henry Wallace last week. For three full days his crowds were uniformly hostile. He was hit by nine eggs and tomatoes and dodged several dozen more. Once a little boy, perched on a man's shoulders, gleefully lobbed tomatoes at him all the while he was trying to speak. He listened to jeering voices shout "Nigger-lover" and "Get back to Russia" and heard the sound of fists pounding angrily against the windows of his automobile. Once a man stuck his head close to the window and yelled, "Look at that guy. He can't even afford to get a haircut." A heckler's sign told him, "Bubblehead, drop dead."

After the third day the violence stopped. Southern officials, state and local,



**ANTI-WALLACE NEGROES** parade at Birmingham along rope segregating Negroes from whites. They had no connection with Tuskegee, were led by ex-city employee.





WALLACE GRASPS BYSTANDER'S ARM AND ASKS, "AM I IN THE UNITED STATES?"

## BUT FAILS TO WIN THE NEGRO VOTE

began providing more police and warning the crowds to lay off. There was no reason to suppose that the crowds were any more friendly, but at least they did let him speak his piece. Wallace seemed pleased; he thought that he had made his point and won himself some votes. The best objective analysts of the vote in Mississippi, however, figured that of 5,000 Negro votes in November Wallace would get only 1,000, while in Georgia the best guess was only about 6,000 Wallace votes from among more than 50,000 Negro voters. Although Southern Negroes were glad to see a white man take such a strong stand in their favor, many of their leaders felt that the head-on Wallace approach actually hurt rather than helped race relations. Moreover there was no point in voting for a sure loser.



**ARM RAISED FOR SILENCE** (above), Wallace tries to speak in Burlington despite eggs and tomatoes at his feet. Noise of hecklers drowned him out and he finally gave up. Below: he eats lunch in automobile, refusing to go into restaurants which bar Negroes.



**PRO-WALLACE NEGROES** applaud his speech at Winston-Salem, N.C., where he spoke without any serious interruption. Crowd of 2,000 was half Negro and half white.





# FEAR OF PLENTY

## SOMETHING IS WRONG WITH US WHEN WE FAIL TO CHEER THE NEWS OF OUR MOST BOUNTIFUL HARVEST

In the year of the first Thanksgiving in 1621 the little band of Pilgrims who had lived through the starving time must have had their first inklings of good fortune along about this time in September. Poking around in their 20 acres of unfamiliar maize, which the Indian Squanto had taught them to fertilize with fish out of Cape Cod Bay, they must have marveled at the difference between the full-fleshed New World corn kernel and the tiny seed of English wheat. They hadn't yet learned to grow the monstrous pumpkin, but the wild grapes were turning purple in the woods, the beach plums were ripening and they had discovered that the local clam—or Indian quahaug—was succulent to eat. With the corn silk turning a dry dark brown over firm ears, the Brewsters and the Bradfords must have looked at each other with a wild surmise. Whatever went through their minds, it could only have ranged from humble gratitude to surging happiness. The modern fear of plenty had not yet been born; the word "deflation," with all its connotations of bread lines and mortgage foreclosures, was not in Governor Bradford's lexicon. And there was no worrying about the rediscount rate on Massasoit's wampum.

This year, two months before Thanksgiving, we have another excellent harvest. It is probably the best in the 341 years of our history. Our 3.5 billion-bushel corn crop, the lineal descendant of the Pilgrims' 20 acres, is the largest ever; our wheat crop is just under the all-time record. We have raised more rice and soybeans this year than ever before, and little Louisiana is actually exporting rice to China. Soon the cattle in the feed lots and dairies will be championing on the corn; meat, milk, butter and cheese will increase accordingly. As for cotton, the 15 million-bale crop is the largest in a decade; it tops last year's yield by more than 3 million bales.

### No Joyful Sound

But do we give whoops of joy because of all this? Do we even give sober thanks in the manner of the Pilgrims? We do not. City dwellers, mindful of agricultural price supports that run into 1950, can't really believe the whopping harvests will make much dent in the food bill. Farmers, on the other hand, are in a damned-if-we-do-damned-if-we-don't mood. They don't like the prospect of falling prices, yet they are vaguely uneasy about the effect of price supports on their capacity for sound economic judgment.

With the nation mulling about in an economic brown study, the newspapers feed the popular mood by displaying a schizophrenic morbidity. The front pages are splashed with lamentations about the probability of continuing inflation. Prices on the front pages are going up, up, up. Steel is short; General Motors has had to raise wages to keep pace with the cost-of-living index. But on the financial pages of the newspapers one can find an entirely different set of woes. Here the murmurs of deflation grow louder each passing day. The price of yellow pine is off at the mill. Real estate dealers complain that houses in the \$10,000-and-up brackets aren't moving with any speed. Cotton textiles are cheaper and soap is down.

What we have, then, is a mixture of inflation-

ary and deflationary portents, and the mixture has everybody mixed up. Like the donkey of antiquity who was immobilized between two equidistant bales of hay, we are immobilized between our equal fears of continuing high prices and of a down-spiraling deflation in the economy. The same politician who is afraid of the effect of the grocer's bill at the November polls also fears the political effect of tampering with the government price supports in wheat, corn and cotton. Even the home is divided these days. The housewife, who has a hard enough time feeding, clothing and educating her brood in the best of circumstances, is almost frantic with her efforts to live within an inelastic budget. Her husband sympathizes with her anguish over the high price of meat and new household gadgets, but he likes his high wage, or his dividends, or his good business profits. He doesn't need an economic wizard to tell him that these are all interconnected with high prices in our present economic situation.

### We Shouldn't Weep

Granted that it is no fun to pay through the nose for things, it still remains true that the last few years have been relatively good years for the U.S. citizen. The utopian concept of "60 million jobs" has long been a sober reality. Income has been distributed more equitably among the various segments of the population than ever before. If steak has been high, that is partly because more people than ever have been eating steak. So we can't really cry over the recent past.

But, apart from the international situation, have we any more reason to cry over the future? In the face of the bountiful 1948 harvests it strains credulity to believe that the grocer's bill can go higher in 1949. The politicians are asking us to vote against inflation this November, but by the time the next president assumes office inflation will, barring war or a crazy increase of paper money, be a dying issue. Deflation will at last be on the front pages.

How much of a bogie must it be? The GI who fought at Anzio or Okinawa, remembering his father on WPA, may fear it more than he fears another war. As a nation we have a psychological trauma left over from the '30s, when deflation meant unemployment, lost homes and "Brother, can you spare a dime?" But, like generals who make the chronic mistake of preparing for the last war, we may be making a mistake in getting ourselves mentally prepared in 1948 for the depression of 1932.

Our economy has changed a lot in 15 years. Wages, held in place by new social mechanisms, will not drop suddenly, which means that certain industrial prices will fall only as man-hour efficiency permits. And, since the farm parity principle is here to stay for a while, with agricultural prices linked to industrial prices at a point deemed equitable by Congress, the coming retreat from high crop supports will be a graded one. Anyway, the main point to be made about deflation is that it is particularly unbearable to the individual only when he is badly in debt. A person can digest a loss of income when he has to pay out less to live. But if he has interest charges, then it is another matter.

Well, just how badly are we in debt in 1948

as compared with 1929? We haven't gone into elaborate skull practice with the experts, but some things would seem to be pretty obvious. Take the farmer, who would feel the first brunt of falling prices. In 1929 farm mortgage debt was \$9 billion plus; in 1947 farm debt was only \$5 billion. So this time the farmer can't be scissored quite as easily as he was in the '30s. Nor will the financial community be caught napping by falling prices. The stock market has discounted the coming "depression" long ago. As for brokers' loans, they were a mere \$375 million in July of this year. In 1929 brokers' loans were \$8 billion and over. A deflation in 1949 would hardly be accompanied by panic in Wall Street, for the financial community has not been going into debt either to buy tokens of ownership or to bet on continued high prices.

Farmers and brokers don't make up the whole nation by any means, but our recent rate of general instalment buying is below that of 1929 in relation to national income. And, where falling prices in the early '30s brought out few "cushioning" purchasers, falling prices in 1949 would tempt those individuals among us who still have wartime savings in the bank.

Aside from the problem of the national debt, which is a special story, the U.S. economy is in far better shape to weather the change from one price level to another than it was in 1929. This time a deflation might turn out to be one of the traditional boons of capitalism: more goods for less money, with people still at work earning the money with which to buy.

### Living up to Decency

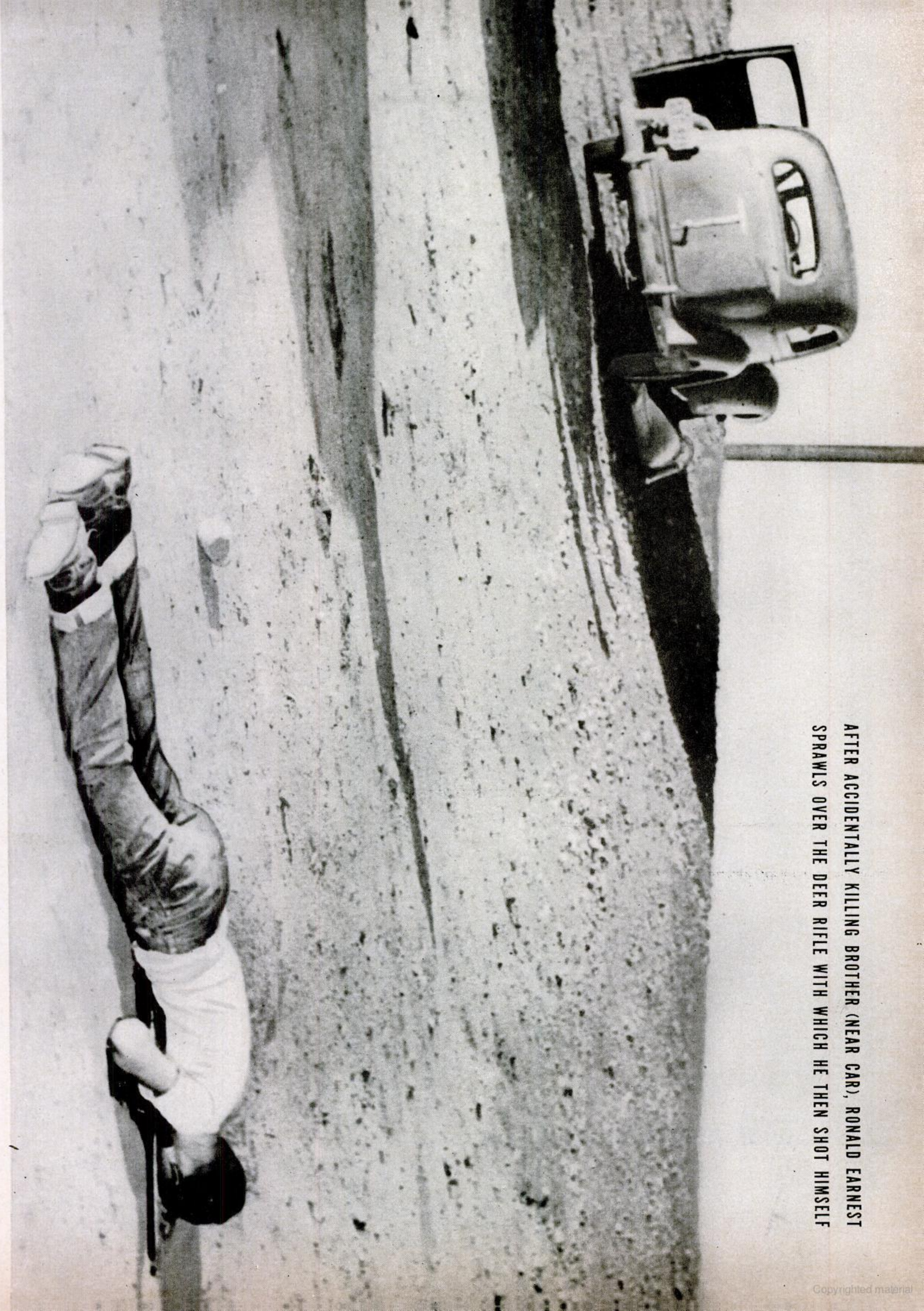
The conclusion of the Pilgrims in that first harvest year of 1621 was spiritual as well as material: they ate and gave thanks to God. And, since we have just been blessed with God's plenty as the Pilgrims never were, our own conclusion might well have a double-barreled aspect. With God's plenty assured to us for at least the foreseeable future, it should be easier to live up to the decencies required of human brotherhood. It is one thing, for example, to tell Henry Wallace that his program is based on misplaced fear of inevitable depressions under capitalism; it is quite another thing to throw eggs at him. We should do more of the former and none at all of the latter. For with plenty in our granaries only pathology can explain the impulse to tear at each other as in the days when life was nasty, brutish and short because there simply wasn't enough to go round.

### PICTURE OF THE WEEK: ➔

On the afternoon of Aug. 27 in the country outside San Diego, Calif., 16-year-old Ronald Earnest, his brother Ralph, 14, and a 15-year-old friend finished a day's deer-hunting and started for home. As Ralph stood by the car Ronald playfully aimed the deer rifle at him, assuring him the safety catch was on. But the gun went off and Ralph fell, shot fatally through the neck. In a weeping frenzy Ronald put another shell in the rifle, ran off from the car and aimed the gun at himself. It did not go off. His friend tried to stop him, but before he could get the rifle away Ronald tried to kill himself once again. This time it went off. Ronald fell dead over the rifle only a few yards away from the body of his brother.



AFTER ACCIDENTALLY KILLING BROTHER (NEAR CAR), RONALD EARNEST  
SPRAWLS OVER THE DEER RIFLE WITH WHICH HE THEN SHOT HIMSELF







**FOUNDING FATHERS** of World Council of Churches preside over its formation. From top to bottom: Archbishop Germanos, a Greek Orthodox; Dr. John R. Mott, U.S. Methodist; the Archbishop of Canterbury, head of the Church of England; Dr. Marc Boegner, who is chief of the

Reformed Church of France; Archbishop Erling Eidem, leader of the Church of Sweden, and Dr. Samuel McCrea Cavert, secretary of U.S. Federal Council of Churches. All but Mott, who was made the honorary president, and Cavert were elected new presidents of the World Council.

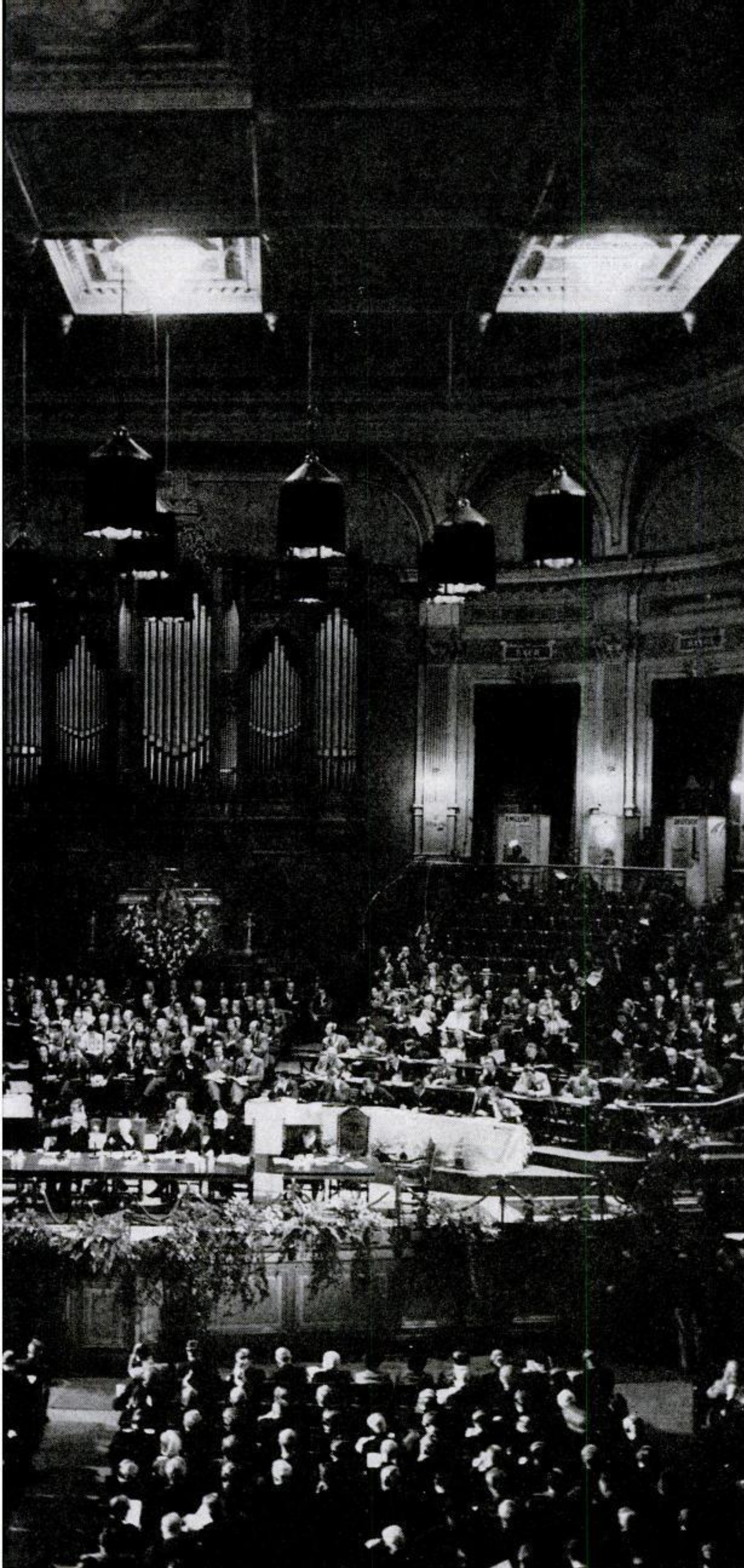


THE DELEGATES AND DIGNITARIES OF THE WORLD

## PROTESTANTS FORM A WORLD COUNCIL

**Historic conference at Amsterdam  
unites churchmen of 44 countries**





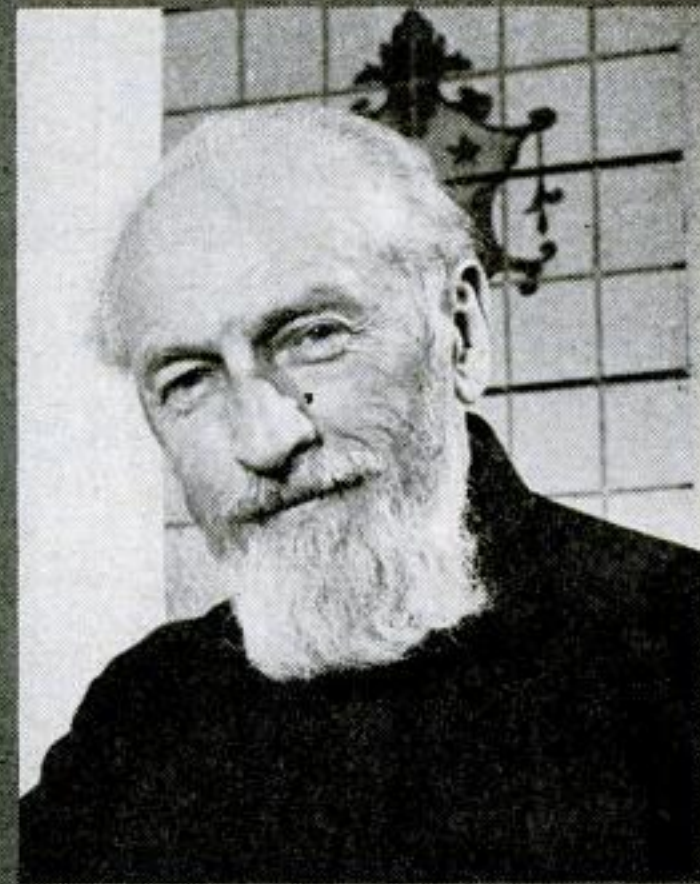
COUNCIL OF CHURCHES FILL THE SEATS OF THE CONCERT HALL OF AMSTERDAM

Last month in Amsterdam the largest Protestant union in history became a permanent fact. More than 400 churchmen from 44 countries set up the World Council of Churches, which brings together the leaders of most of the world's great Christian faiths, representing 150 separate denominations and 140 million Christians. Only notable absentees were the Roman Catholics and the Soviet-dominated Russian Orthodox Church. For the U.S. alone the council represents 30 million church members.

The World Council, which up to now has been only a temporary organization, did not attempt to bring about an actual union of all its member churches. But it did attempt to seek out and to answer as a united body many of the questions which are troubling Christianity today, notably that of Communism (*next page*). It met some disagreements but, as its report said, it found "an agreement in unity which drew us together and will not let us go." In setting itself up this summer as a permanent organization the World Council of Churches had made one of Protestantism's most important achievements since the Reformation.



INDIAN METROPOLITAN JUHANON IS FROM OLD SYRIAN ORTHODOX SECT



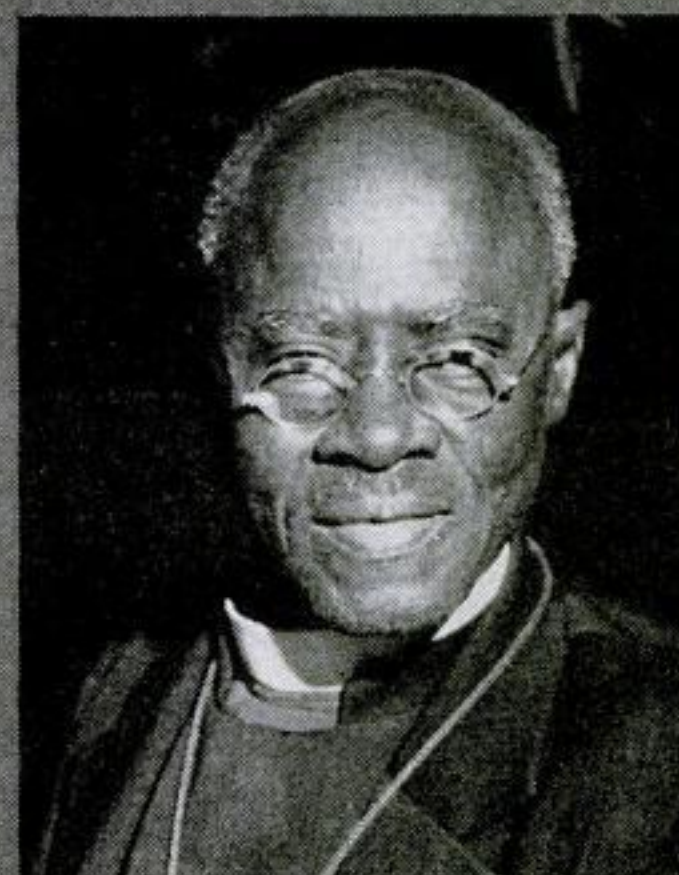
GERMAN ARCHPRIEST VASILOSCHI REPRESENTS ROMANIAN ORTHODOXY



JAPANESE ANGLICAN YASHIRO HEADS THE 10 BISHOPS FROM HIS COUNTRY



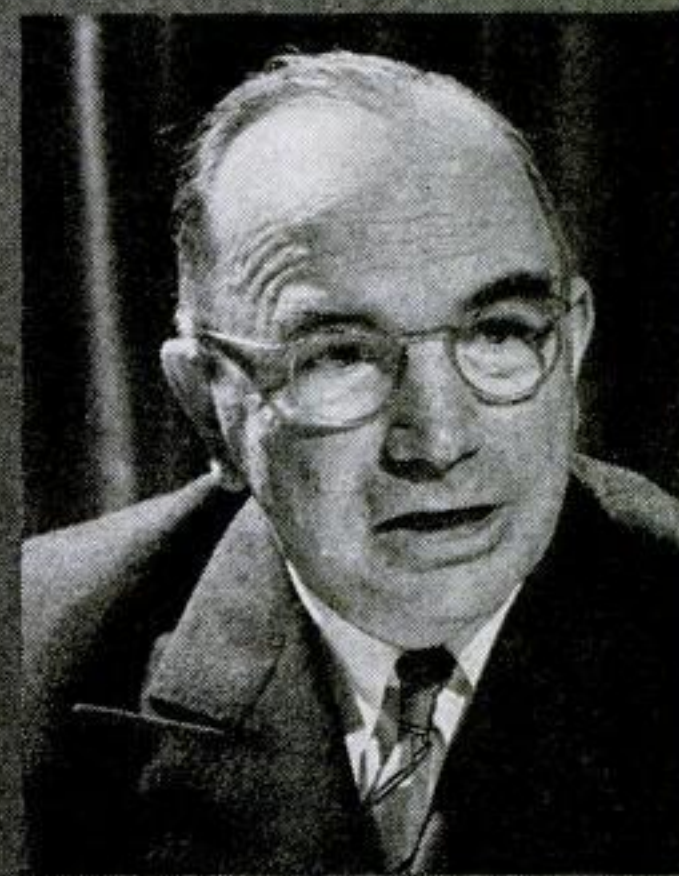
EGYPTIAN WAHBY BOULUS IS FROM THE CHURCH OF SYNOD OF THE NILE



NIGERIAN ANGLICANS SENT BISHOP AKINYELE TO AMSTERDAM COUNCIL



ICELANDER JONSSON COMES FROM HIS COUNTRY'S LUTHERAN CHURCH



U.S. METHODIST BISHOP BROMLEY OXNAM WAS ELECTED A PRESIDENT



CHINESE ANGLICAN TSU-CHEN CHAO HEADS WORLD'S YOUNGER CHURCHES

**COUNCIL DELEGATES** represented both the old and new churches of the world. All told there were 1,450 visitors, including 40 from Communist-controlled countries.

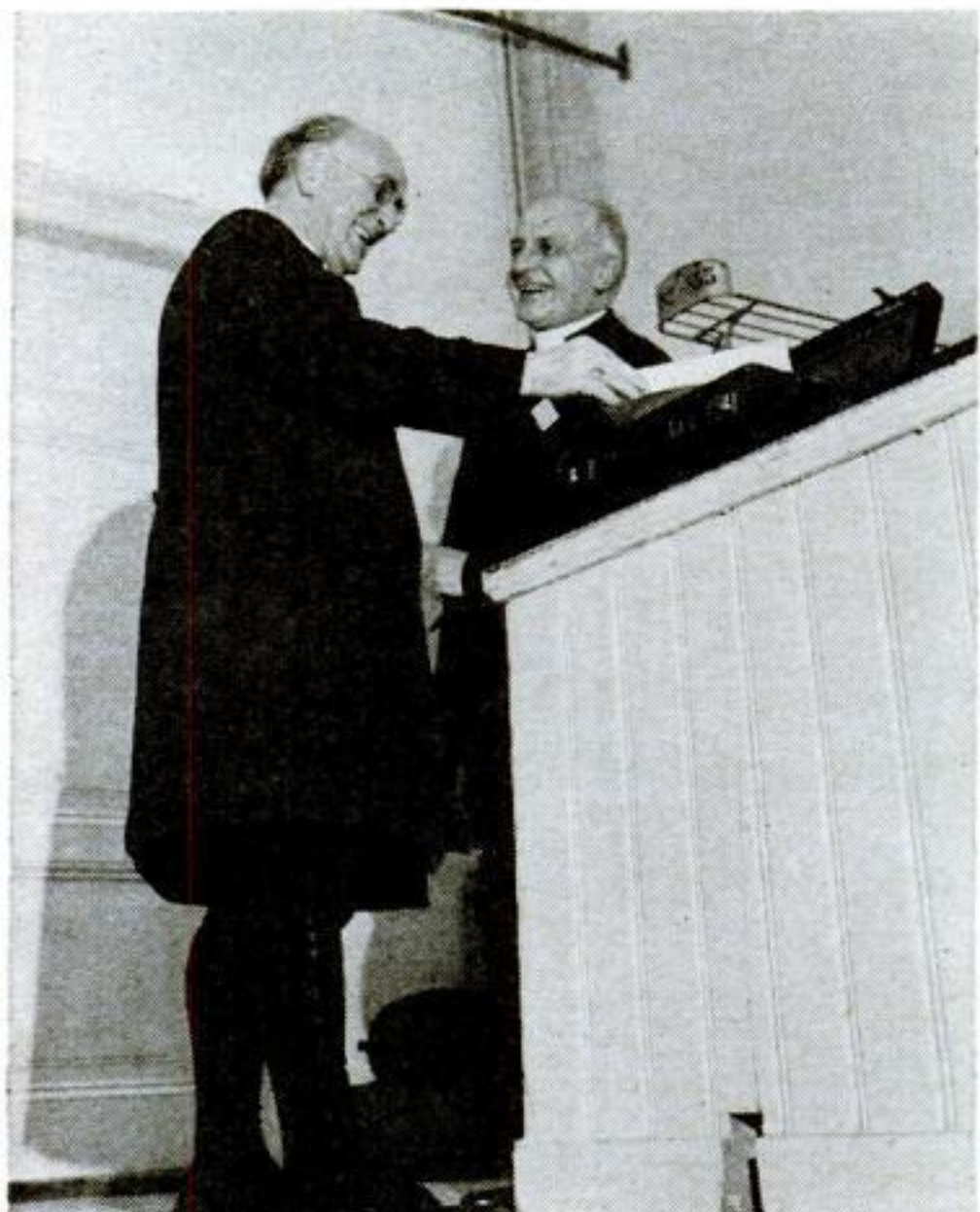




**ATTACK ON COMMUNISM** came from John Foster Dulles, Governor Dewey's top adviser on foreign affairs.



**ATTACK ON CAPITALISM** was made by Czech Joseph Hromadka (left), here introduced by Charles Taft.



**AFFABLE BISHOPS** are Archbishop of Canterbury and U.S. Bishop Henry Sherrill, head of Episcopalians.



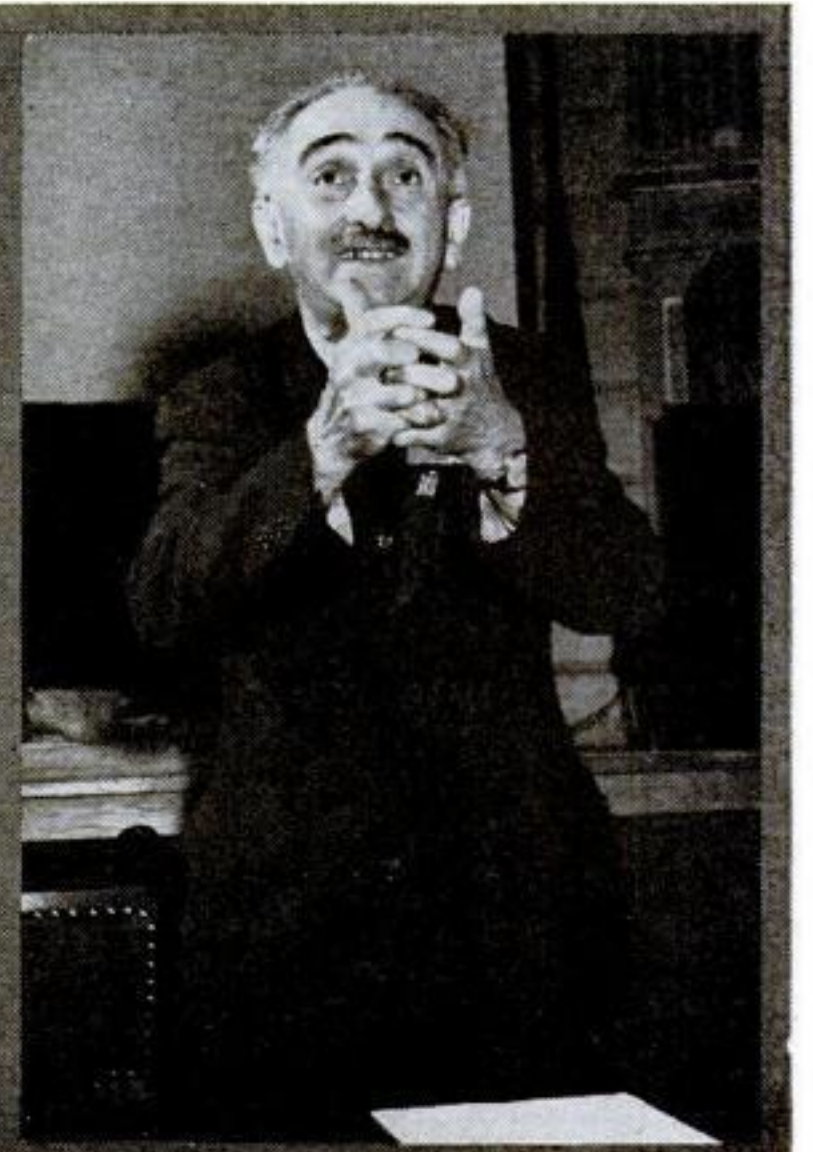
**AFRICAN WOMEN**, both Presbyterians from Gold Coast, examine a medieval painting in the Rijksmuseum.

## MARXISM IS CRITICIZED AND SO IS CAPITALISM

The sternest words the council heard came from Dr. Reinhold Niebuhr, one of the great U.S. theologians. The church, he said, is caught in a "dance of death. . . . Religion in our day could seem to cynical observers as a vast effort to lobby in the courts of the Almighty to gain special advantage for our cause. . . . Even now many Christians fatuously hope this conference will speak some simple moral word which will resolve by love the tragic conflict in the world community." This, he said, is "insufferable sentimentality."

The council strove earnestly to set its position on the world's conflicts. The argument on Christianity and Communism came up quickly. John Foster Dulles of the U.S. opened the debate. "Marxian Communism," he said, "is atheistic and materialistic. Its leaders reject the concept of moral law. There is, says Stalin, no such thing as 'eternal justice'; laws are merely the means whereby those in power carry out their will, and human beings have no rights that are God-given. . . . There are some similarities between the social and economic ends that Communists profess and those that Christians seek. But the methods taught are utterly dissimilar. . . . It is inevitable that orthodox Communism should reject peaceful ways." A Christian from Communist-dominated Czechoslovakia rose to lay the fault at the door of capitalism instead. "What we are witnessing," said Prof. Joseph L. Hromadka of Prague, "is the end of Western supremacy within the realm of international order. . . . For several decades the underdogs of society [have been] marching. . . . I am not saying that the West is incurably and irrevocably condemned to a final collapse or decay. . . . What I have in mind is Western man's apparent fear, frustration and helplessness in dealing with the great issues of our times."

The council's conclusion, in its report on "The Church and the Disorder of Society," called attention to sins of both Communism and capitalism: "The Christian church should reject the ideologies of both Communism and laissez-faire capitalism and should seek to draw men away from the false assumption that these extremes are the only alternatives. Each has made promises which it could not redeem."



**THE MACHINE AGE** troubles Delegate Elie'E. Lauriol, a French churchman. With illustrative gestures he explained, "Men get bigger and bigger muscles but smaller and

smaller souls. Take the airplane—with our wings we are becoming not angels but demons. The proportion of good and evil in man's inventions seems to be 80% in favor of evil."





**THE ASSEMBLAGE SINGS HYMNS** in the concert hall where the World Council met, following verses which were printed in English. Speeches were made in the speaker's

own language but, as in the U.N. meetings, each of the delegates had a set of earphones through which he could hear instantaneous translations in English, French or German.





**HIGH POLICY** group includes N.Y. Banking Superintendent Elliott Bell (*center*), Congressman Everett Dirksen (*left*) and Senator Lodge. Some observers think Bell will be Treasury Secretary but Dewey may prefer to keep him free from administrative details.



**POLITICAL EXPERT** Ed Jaeckle (*left*) confers with 26-year-old Robert Ray, one of the research men working in impromptu offices in Albany's De Witt Clinton Hotel. Under Dewey administration Jaeckle would become one of G.O.P.'s top political organizers.

## ALBANY PROVIDES PREVIEW OF DEWEY ADMINISTRATION

In Albany last week a confident Tom Dewey was busy pondering the past, the present and the future. He was trying to close whatever gaps were left in Republican party solidarity by last summer's bitter primary fights; he conferred with his onetime opponent Harold Stassen (*opposite*) and sought the counsel of Massachusetts' Senator Henry Cabot Lodge Jr., who was a Vandenberg man at the convention.

Looking toward the immediate future, he dictated rough drafts of three campaign speeches and had a big research staff piling up ammunition for additional talks. Looking still further ahead, he worked with some of his closest advisers on the kind of policy and laws he would push for if elected.

Thus Albany had become more than just a headquarters in which a skilled vote-getting machine was

being warmed up. It was also a preview of the kind of government the U.S. is likely to have, according to all political polls, after next January. Most of the men shown on this page would have a prominent part in a Dewey administration, either as anonymous assistants working right in the White House or as executives, probably most of them just under cabinet rank, spotted through the federal departments.



**LEGAL COUNSEL** Charles Breitell (*right*) and his helper Lawrence Walsh are studying new Dewey legislation.



**RIGHT-HAND MAN** Paul Lockwood, Dewey aide since 1935, leaves capitol with elevator man of obvious leanings.



**STATISTICIAN** John Burton, New York budget director, is studying Truman's budgets for possible savings.



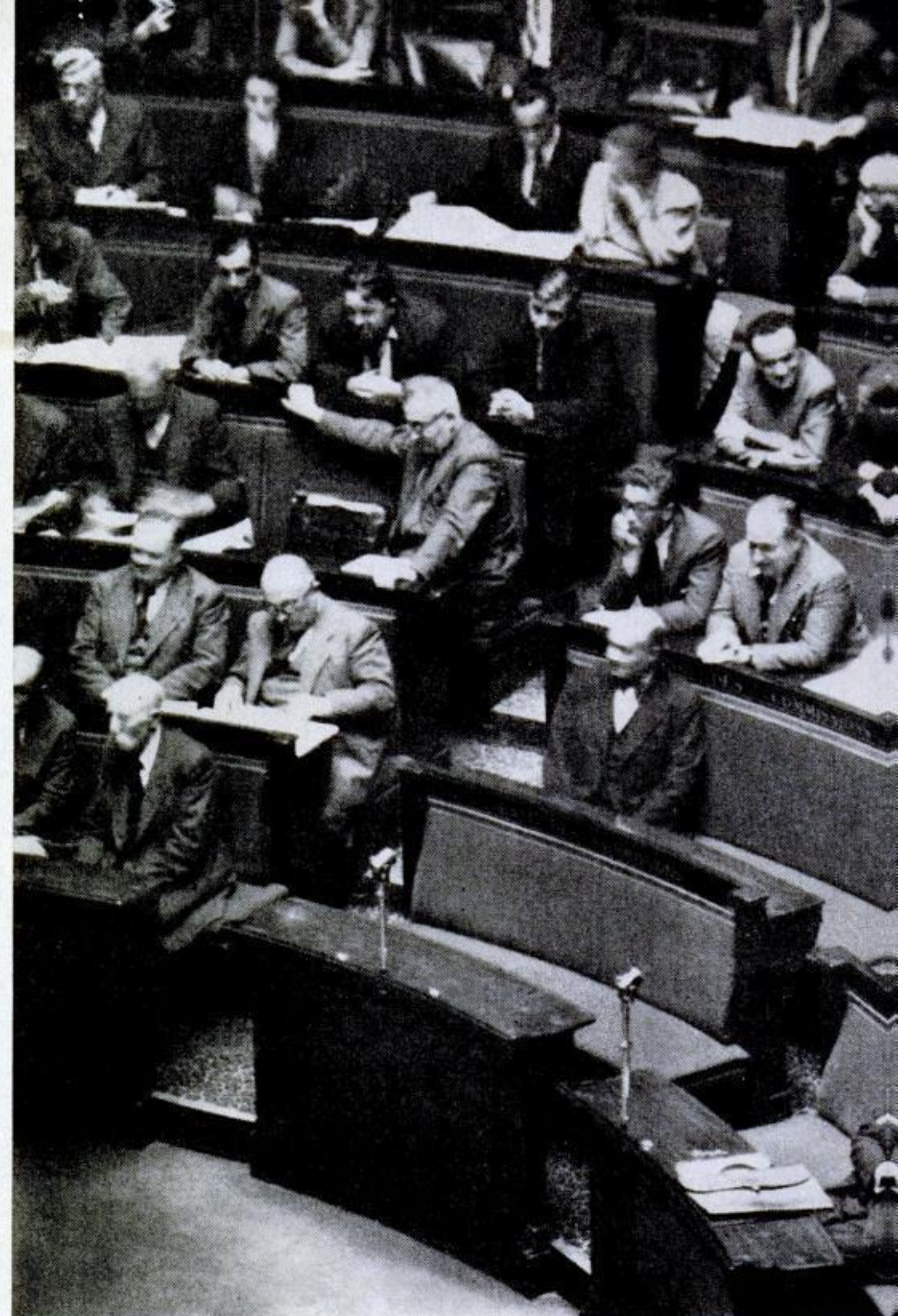


TWO FORMER RIVALS FOR REPUBLICAN NOMINATION  
SIT UP UNTIL 2 A.M. PLANNING CAMPAIGN STRATEGY





**8,100-FOOT PICNIC** Because most Californians are not natives of the state they like big, folksy picnics where they seek out fellow expatriates. Folksiest of all is the annual affair at Ontario, Calif., where the Chamber of Commerce last month built a table a mile and a half long (*above*), marked it off by states and supplied 60,000 gregarious guests with 1,900 gallons of locally squeezed fruit juice.



**SCHUMAN'S LAST TRY** In Paris, where André Marie's government fell after 35 days of office, Premier-Designate Robert Schuman (*above*) sat, glum and alone, on the ministerial benches of the National Assembly Aug. 31 as it cast a precarious vote of confidence in his efforts to form a new cabinet. Schuman tried for four days to bring middle-road parties together, gave up, then agreed to try again. France was drifting toward an impasse which in the end will probably return Charles de Gaulle to power.







**WILHELMINA'S FAREWELL** In Amsterdam several thousand Netherlands thronged the Dam (below), a square which since the 13th Century has been the center of the city's life, to celebrate the stability of the House of Orange. The occasion was the last week of Queen Wilhelmina's 50-year reign and the passing of the crown to her daughter Juliana. At night the cornices of the Royal Palace, where Wilhelmina stayed during the week, were strung with light in honor of the old queen and the new.



**SUBWAY SWIMMER** The unfortunate swimmer above was engulfed at a subway entrance on New York's upper Broadway when a water main burst Aug. 29. He scrambled to safety in a few minutes, avoiding a watery ride all the way to New Lots Avenue in Brooklyn. But his wetting seemed a minor annoyance to housewives deprived of water for hours during the year's worst heat wave.



**STORM-SHAPED EGGS** This striking cloud formation bears the jawbreaking name of *cumulonimbus mammatus*. It sometimes accompanies heavy thunderstorms, such as the one which struck the small town of Galva in western Illinois last month. After the rain, as the thunderheads drifted away these white clouds remained, shaped by a downdraft into a pattern of egg-shaped knobs.





AFTER THE SHEEP-KILLING CHARGES TEDDY SHOWS HIS GOOD NATURE BY PLACIDLY SUBMITTING WHILE GLEN COVE CHILDREN TICKLE HIS JOWLS WITH STRAW

## GLEN COVE'S FAVORITE SON IS SAVED



TEDDY'S FATHER WAS GENTLE WITH CHILDREN TOO

The little town of Glen Cove, N.Y. has a particular fondness for dogs. For years the town's top dog was a free-loading St. Bernard named Butch (left) who gave the children rides and in return bummed room, board and even free trips on the Long Island Rail Road (LIFE, March 25, 1946). After Butch's death four months ago Glen Cove's affections transferred to Teddy (above), Butch's only known son by a neighboring Newfoundland. But one night last month six sheep and 11 chickens were killed by dogs. The next morning Teddy returned home covered with blood. Furthermore a policeman reported he had shot and wounded a sheep-killing dog which looked like Teddy. All this put Glen Cove's dogcatcher, Carl Wagge, in a difficult position. Nearly all of Glen Cove refused to believe Teddy would kill sheep. Even the mayor said, "It couldn't be. . . . I knew his father before him. . . ." The crisis was apparently resolved when a veterinarian removed shotgun pellets from Teddy's neck (right). Since the policeman had used a .38-cal. revolver that night Dogcatcher Wagge was spared from prosecuting Glen Cove's favorite son.



THE PELLETS ARE REMOVED FROM TEDDY'S NECK



# ABC CHESTERFIELD

ALWAYS Milder BETTER TASTING COOLER SMOKING

"Of course I smoke Chesterfields  
because they're Milder"

*Susan Hayward*

CO-STARRING IN WALTER WANGER'S  
"TAP ROOTS"  
COLOR BY TECHNICOLOR  
A UNIVERSAL INTERNATIONAL RELEASE



## WHY... I smoke Chesterfield

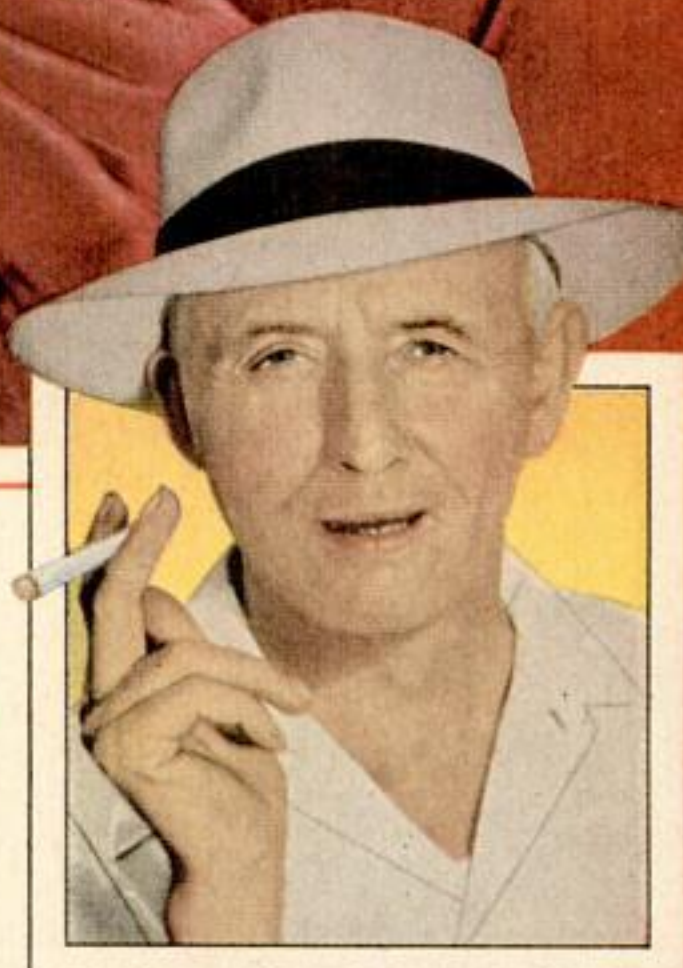
(FROM A SERIES OF STATEMENTS BY PROMINENT TOBACCO FARMERS)

"Liggett & Myers buy as fine tobacco as there is grown. They buy only mild, sweet cigarette tobacco."

"I smoke only Chesterfield cigarettes and I have smoked them right from the start."

*P. V. Hardy*

TOBACCO FARMER, MULLINS, S. C.





# bright whites

in six distinctive collar styles



Regular **BUTTON-DOWN**



Smart new  
**VAN TAB**



Original Patented **VAN HEUSEN**  
on "One Hundred" and "Four Hundred"

## Every shirt with **COMFORT CONTOUR** collar styling . . . low-setting, smarter, neater

Here's the great white way to make your wardrobe sparkle, make you stand out above the crowd. Van Heusen white shirts are the brightest note on any sky-line—beautifully tailored in fine fabrics, laboratory tested from yarn to finished shirt. You'll be the smartest man about town in each of these and other popular collar models, all featuring new low-setting "Comfort Contour" collar styling. And every shirt boasts:

- Figure-tapered fit, action-cut at armholes, shoulders, elbows.
- Tug-proof pearl buttons.
- Sanforized fabrics—a new shirt free if your Van Heusen shrinks out of size!
- That famous Van Heusen magic seamanship in every stitch. \$3.50, \$3.95 and \$4.95.

Phillips-Jones Corp., New York 1, N. Y. Makers of Van Heusen Shirts • Ties • Pajamas • Collars • Sport Shirts





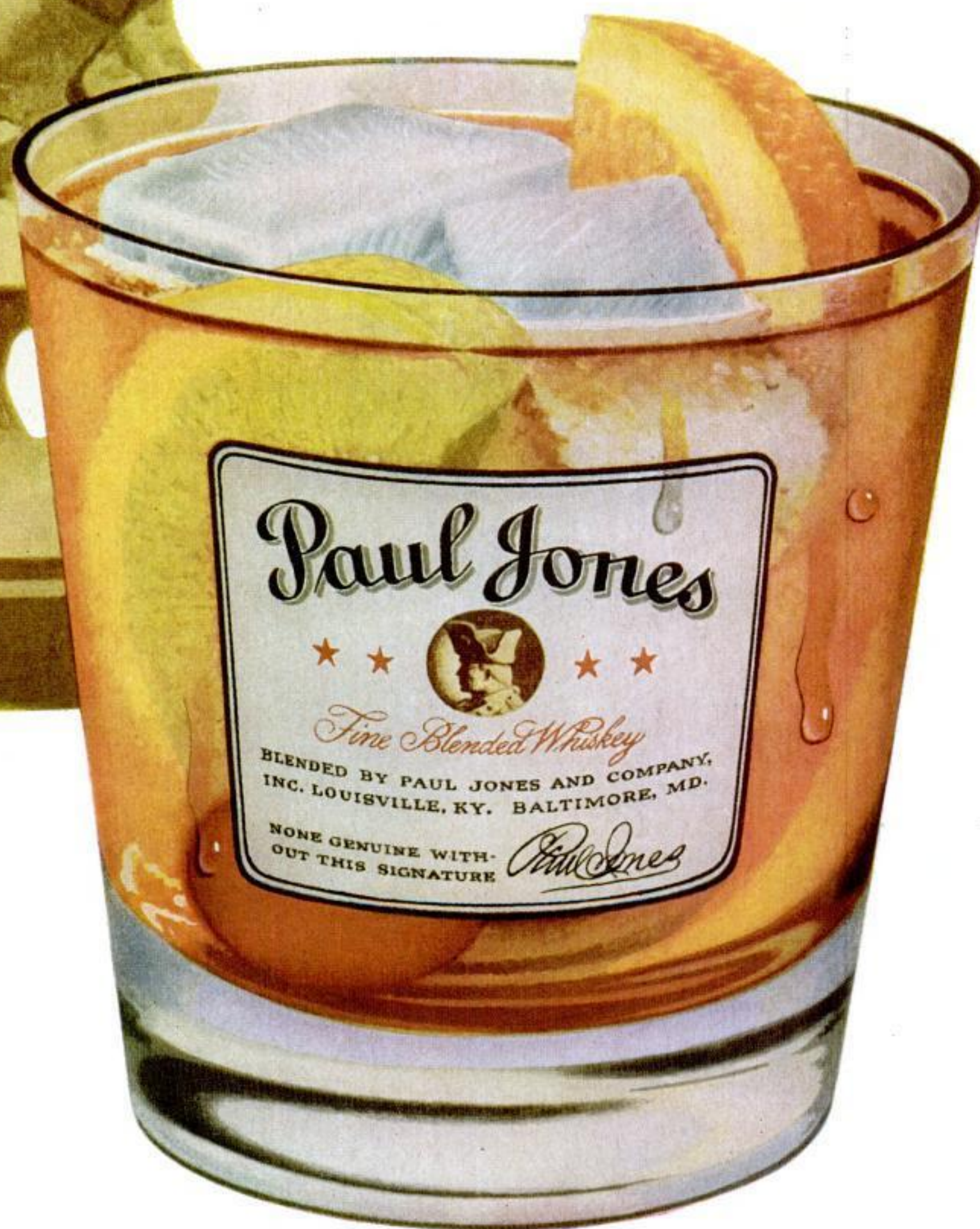
Wide-spread VAN BRITT  
soft, with stays

Average-length VAN CARSON  
soft, with stays

Short-spread VAN EDEN  
fused

**Van Heusen**  
Reg. U. S. Pat. Off.  
 the world's smartest shirts 





Drinks practically label themselves...when you make them with Paul Jones. Each sip clearly says—"here's smooth-tasting Paul Jones...the whiskey that's first of all for flavor!"

FINE BLENDED WHISKEY. 86 Proof. 72½% grain



**Paul Jones**  
FIRST OF ALL... FOR FLAVOR!

neutral spirits. Frankfort Distillers Corporation, N. Y. C.



# PEOPLE

**POLICE CATCH ROBERT MITCHUM  
SMOKING MARIJUANA CIGARETS  
WITH SOME HOLLYWOOD FRIENDS**

In the outskirts of Hollywood police suddenly popped through the kitchen door of a three-room shack and interrupted a quiet marijuana smoking party. Arrested were Actor Robert Mitchum (*right*), two blond girls (*below*) and a real-estate dealer named Robin Ford. Confiscated were about 24 white and brown cigarettes known to smokers as "muggles," "reefers" or "tea." According to Mitchum, who first said he had been smoking muggles "for years" and then announced "It's a frame-up," this meant "the bitter end of everything." It was also somewhat embarrassing for the sponsors of a local youth forum, who had advertised that Robert Mitchum would appear on the City Hall steps to deliver an attack on juvenile delinquency.



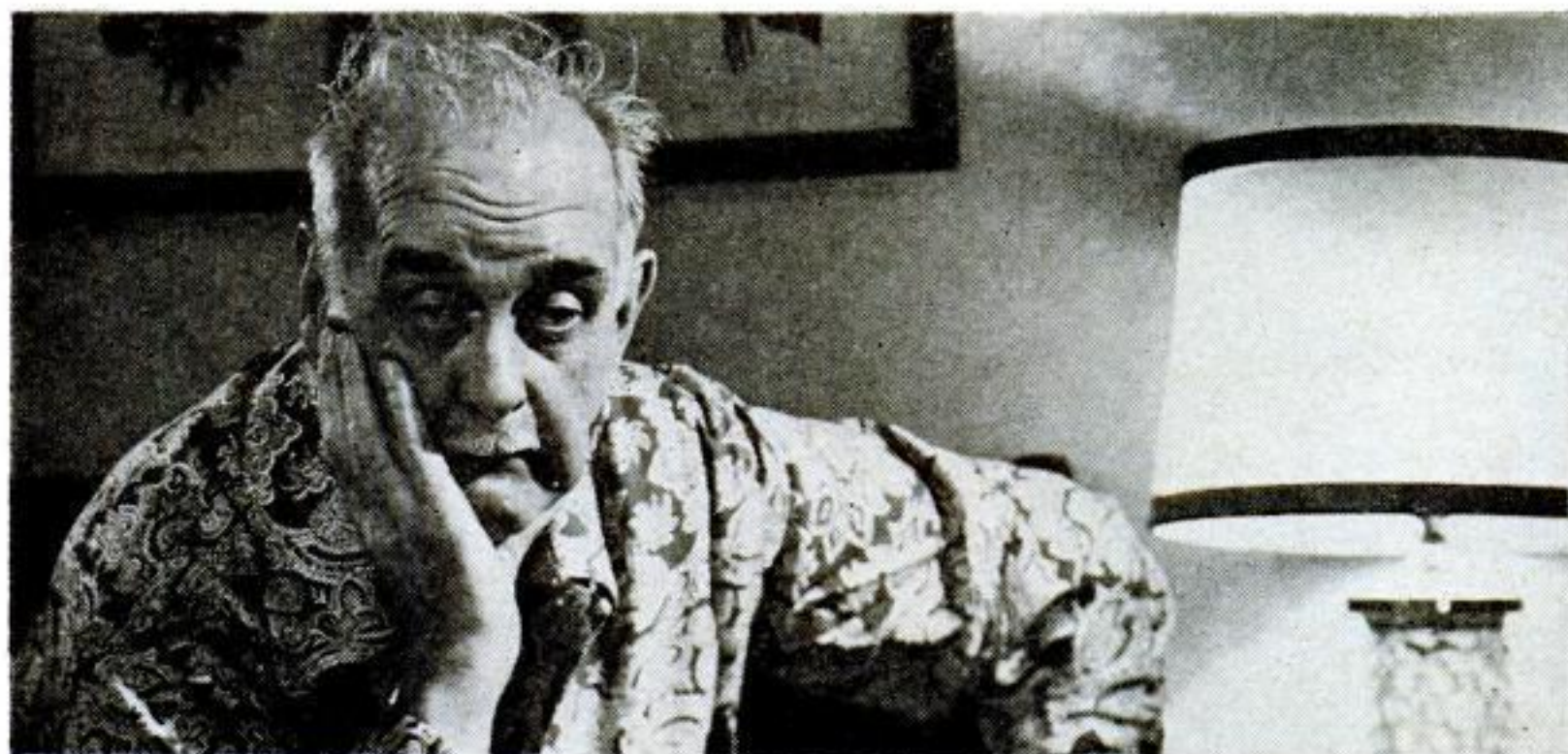
MITCHUM (RIGHT) AND FORD AWAIT BAIL IN JAIL



IN LINCOLN HEIGHTS JAIL ACTRESS VICKIE EVANS PEERS AT PHOTOGRAPHER THROUGH BUTTONHOLE WHILE FRIEND LILA LEEDS ROARS WITH LAUGHTER



Men like this will say  
**"HOORAY!"**



So will all the many people kept awake, made nervous or jittery by the caffeine in regular coffee! For . . .

## THE NEW IMPROVED SANKA COFFEE

—the "drink-it-and-sleep" coffee—now has a new, marvelous flavor to delight lovers of fine coffee! It has a truly wonderful taste—yet it's still 97% caffeine-free!



**FINER FLAVOR** in Sanka Coffee  
 is due to a brand-  
 new flavor-saving process . . . a miracle method of taking the caffeine  
 out of the coffee.

Try Sanka Coffee today. See for yourself what a great flavor-improvement has been made. Sanka comes in two forms: Ground for drip or percolator; Instant Sanka, made instantly in the cup. Products of General Foods.



### PEOPLE CONTINUED



**SENATOR.** In Louisiana 29-year-old Russell Long stumped the back parishes with an old familiar flair. Russell's mannerisms were so much like those of his father, the late Senator Huey ("Kingfish") Long, that many a Redneck thought he was seeing a ghost. Well-pleased, the Rednecks last week gave Russell enough votes to win the Democratic nomination for senator.



**SUITOR.** In London the gossip-mills worked fast. The dashing Marquess of Milford-Haven had obviously relinquished his candidacy for the hand of Princess Margaret Rose by running off to the Riviera (p. 137). So this time gossips chose the Marquess of Blandford (above), 22, a lieutenant of the Life Guards, a guest at Balmoral for Margaret Rose's birthday.





**"I can't afford to get sick...I side-step  
contagion with individual** ***DIXIE CUPS***



"Dixie"  
is a registered  
trade mark of the  
Dixie Cup Company

"Handling other people's belongings is a dirty job. But putting my mouth where others have been drinking...is something I just won't do! I like a Dixie Cup because I know no other lips have ever touched it. A drink even *tastes* better when you *know* the cup is clean."



# All-New Schick turns

## What's new? **PLENTY!** — inside and out!

**NEW Shaving Ease**— speed, comfort, convenience—with the V-16 shearing heads.

**NEW Stop-Start Switch**—no wheel to spin. Starts and stops the shaver.

**NEW Power**— $\frac{1}{2}$  more power to zoom through the toughest whiskers.

**NEW Mighty Motor**—37% more efficient. Hi-speed oil-impregnated bronze bearings on ingenious new motor shaft for stronger, smoother running.

**NEW Nylon Cushioning**—nylon rubbing blocks—plus springlike actuating lever and brazed points—all add up to longer life and trouble-free performance.

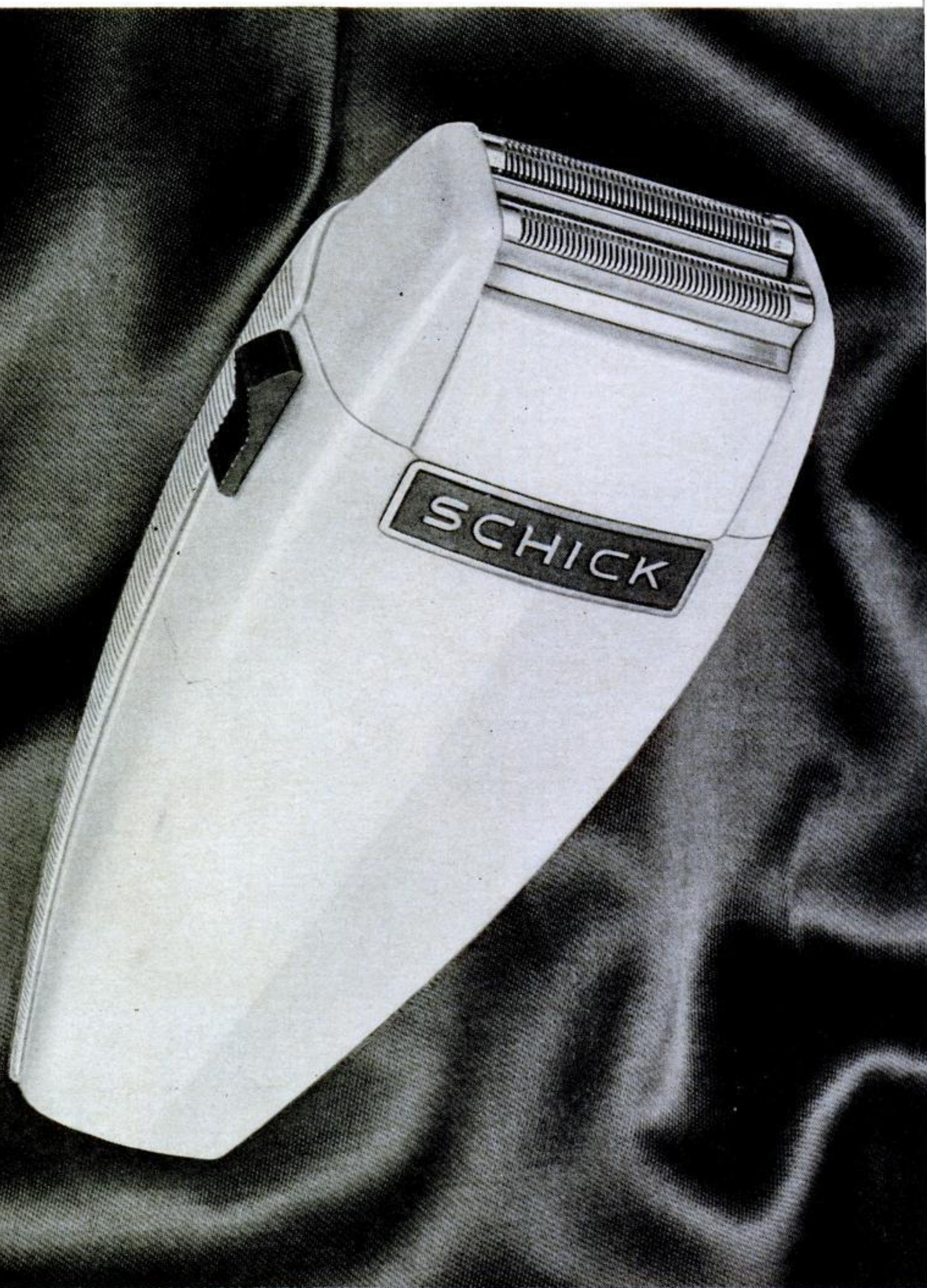
**NEW Stay-On Whisk-Its**—catch all beard clippings, can't come off. Strong closing and opening. Note how they blend into the shaver.

**NEW Travel Case**—all metal, handsomely covered, stamped in gold. Even a new, handier plastic cord ring.

**NEW Stream-Flo Styling**—created by Raymond Loewy. Unbelievably light and easy to hold, with non-slip ribbing.

**And—It Fits the Schick Shaverest**—the automatic wall-holder which keeps the shaver finger-tip handy, shuts off current automatically, zips up the cord.

Shaverest—Trademark Schick, Inc.



SCHICK INCORPORATED, STAMFORD, CONN.

**New Power-Packed Schick Super—\$21.00**

*All-new, through and*



# Shaving Chore to Cheer

*New through and through—new in power, speed and comfort  
—new Stop-Start Finger Switch, new Mighty Motor, dozens  
of newsworthy features for whisker-weary shavers!*

Electric Shaving HQ, Sept. 10 — The latest and greatest Schick Electric Shaver made its dynamic debut today—and began to make news wherever shaving men gather.

For this sleek Schick is new *through and through*. It's new in styling—new to look at, a pleasure to hold. It's new in stopping and starting—the handy finger switch snaps on and off in a flash. Even the Stay-On Whisk-Its are new—stronger, sturdier, blended into the shaver.

And brother, is it packed with *power!* ½ more power—power that zips Schick's V-16 Shearing Heads through thick and thin, through rough patches and soft fuzz, from cheek to cheek.

Besides, it's nylon-cushioned—has a new springlike actuating lever, new Hi-Speed bronze bearings—and a batch of other new features.

Add 'em together and here's the grand total—cheerful shaving instead of choreful shaving—shaving that's fast, easy,

bother-free. Get next to this new Schick and before you can say, "Schick is terrific"—*there's your bare face out in the open.*

The experts at Schick say no one ever dreamed of a shaver this good. They ought to know—after pioneering the electric shaver business 18 years ago—and making Schick America's No. 1 shaver.

After shaving with this all-new Schick just once, you'll say they're understating! Your Schick dealer awaits you with open arms and a brand-new Schick!

---

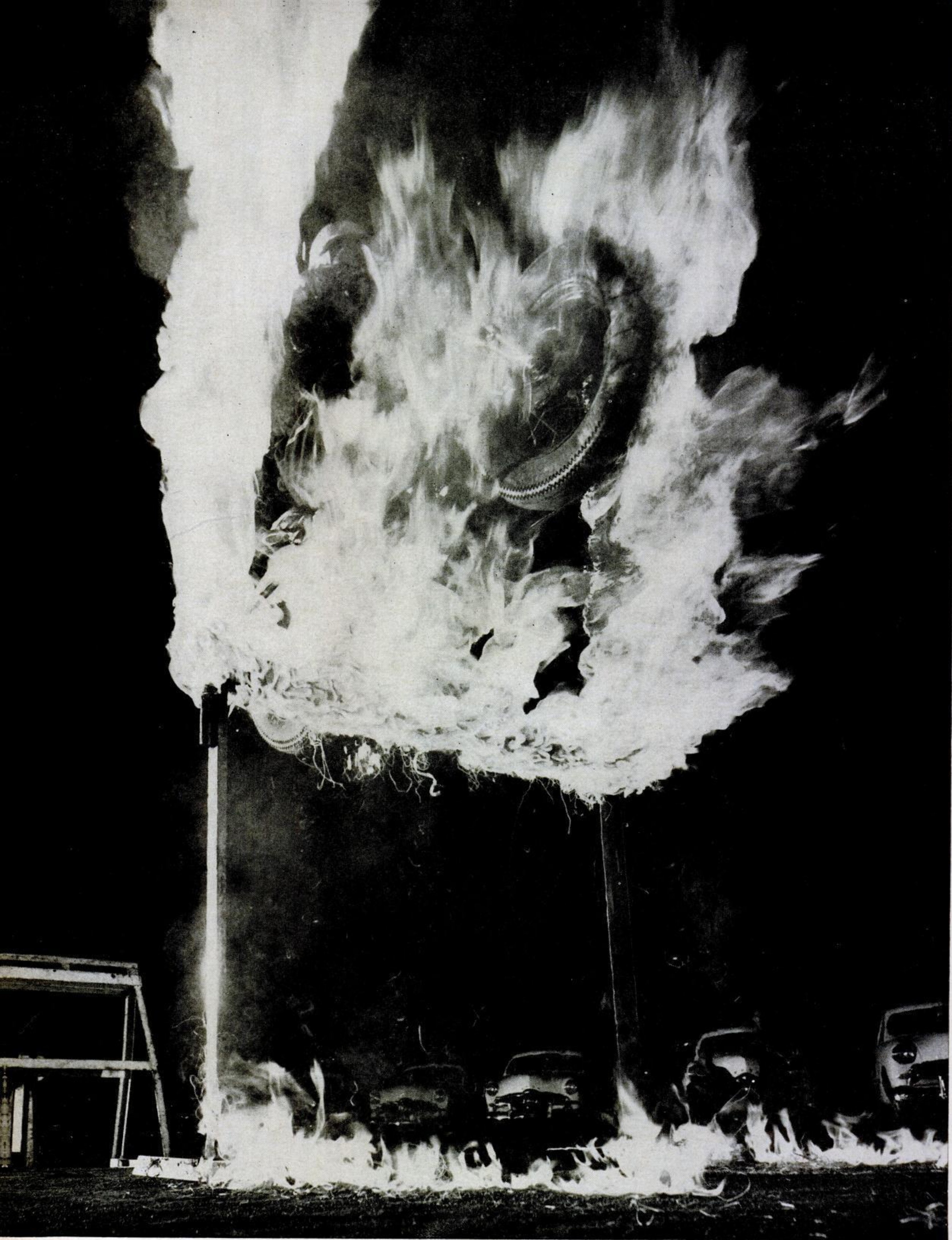
**THERE'S A LOT THAT'S NEW IN THE COLONEL, TOO!**



There's a new head on the Colonel's shoulders. It's the new 3-M HOLLOW-GROUND SHEARING HEAD—with FAST PICKUP INTERCEPTOR BAR that pops up each whisker to be cropped clean at skinline. Also—the Colonel comes in a smarter travel case. Schick Colonel with 3-M Head . . . \$16.50

*through* **SCHICK** *ELECTRIC* **SHAVER**





HURTLING THROUGH A FRAME OF BURNING GASOLINE, DON FORRESTER EXPERTLY PERFORMS A DANGEROUS 40-MPH MOTORCYCLE JUMP AT HAMBURG, N.Y. COUNTY FAIR

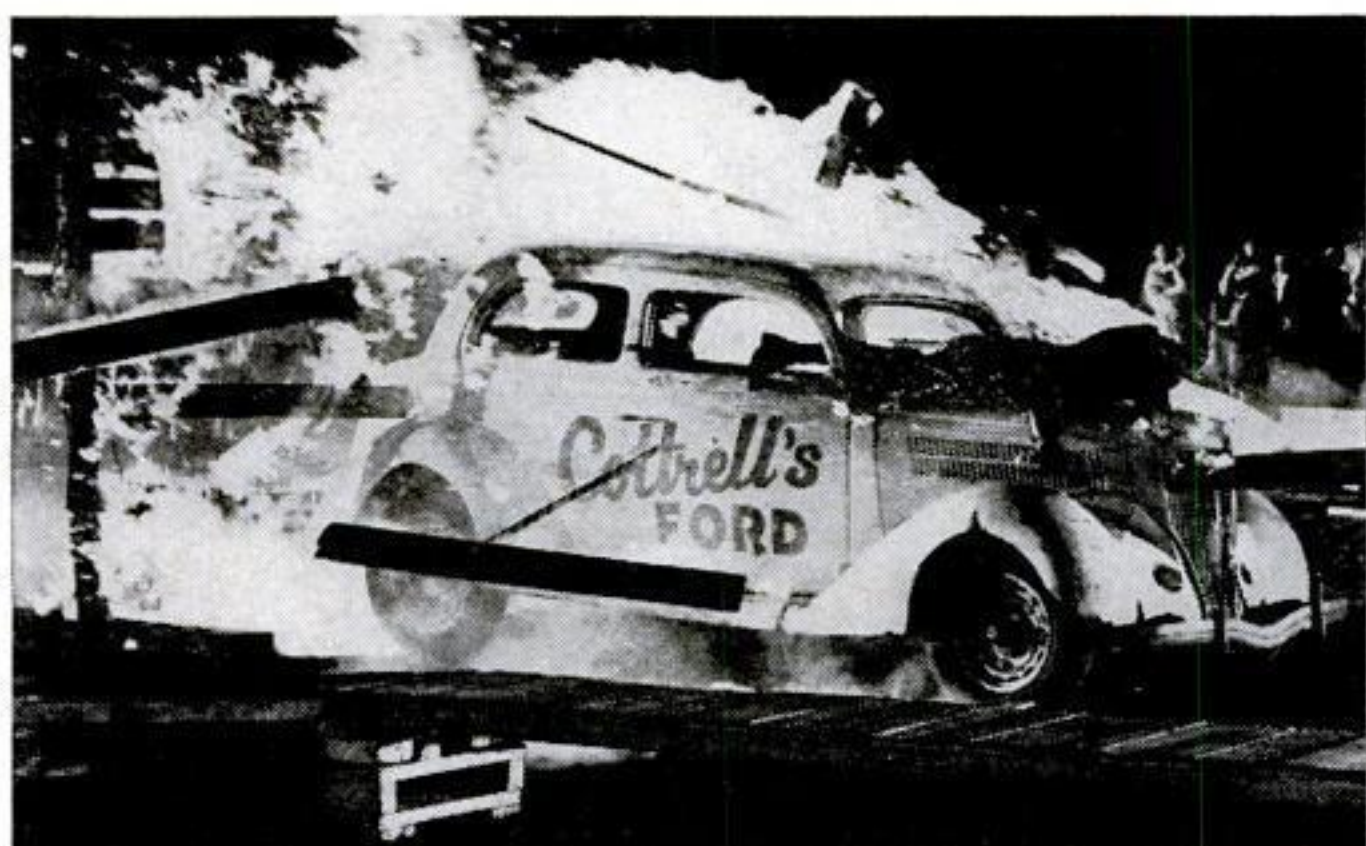


# "HELL DRIVERS"

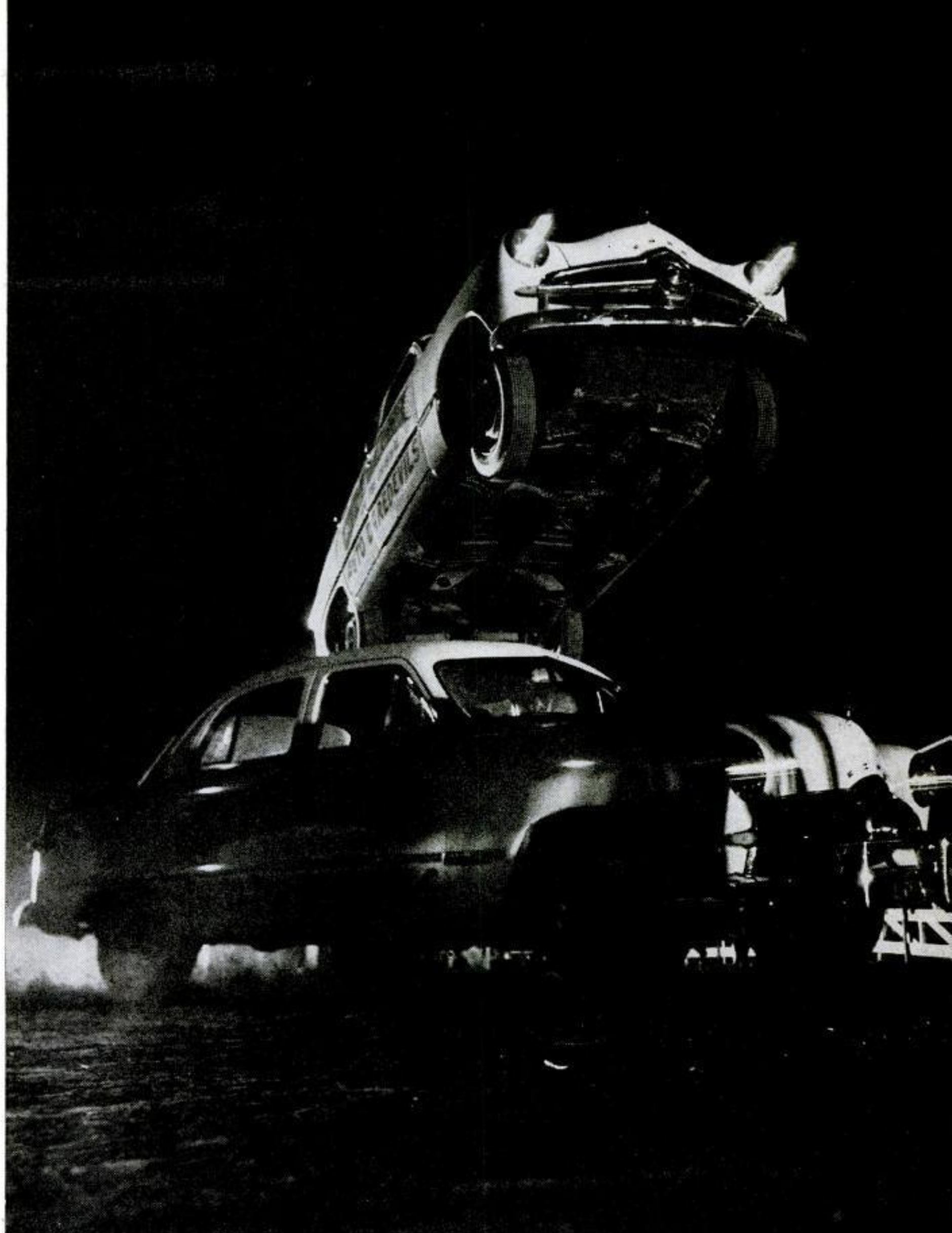
## Camera catches mid-stunt views of daredevils

The spectacle of automobilists and motorcyclists hurtling recklessly through space and flame is a familiar one to millions of people. Every year troupes put on these daredevil acts in county fairs all over the U.S. But the photographs shown here, which catch the action better than the human eye, show the spectacle as no fairgrounds visitor has ever seen it before.

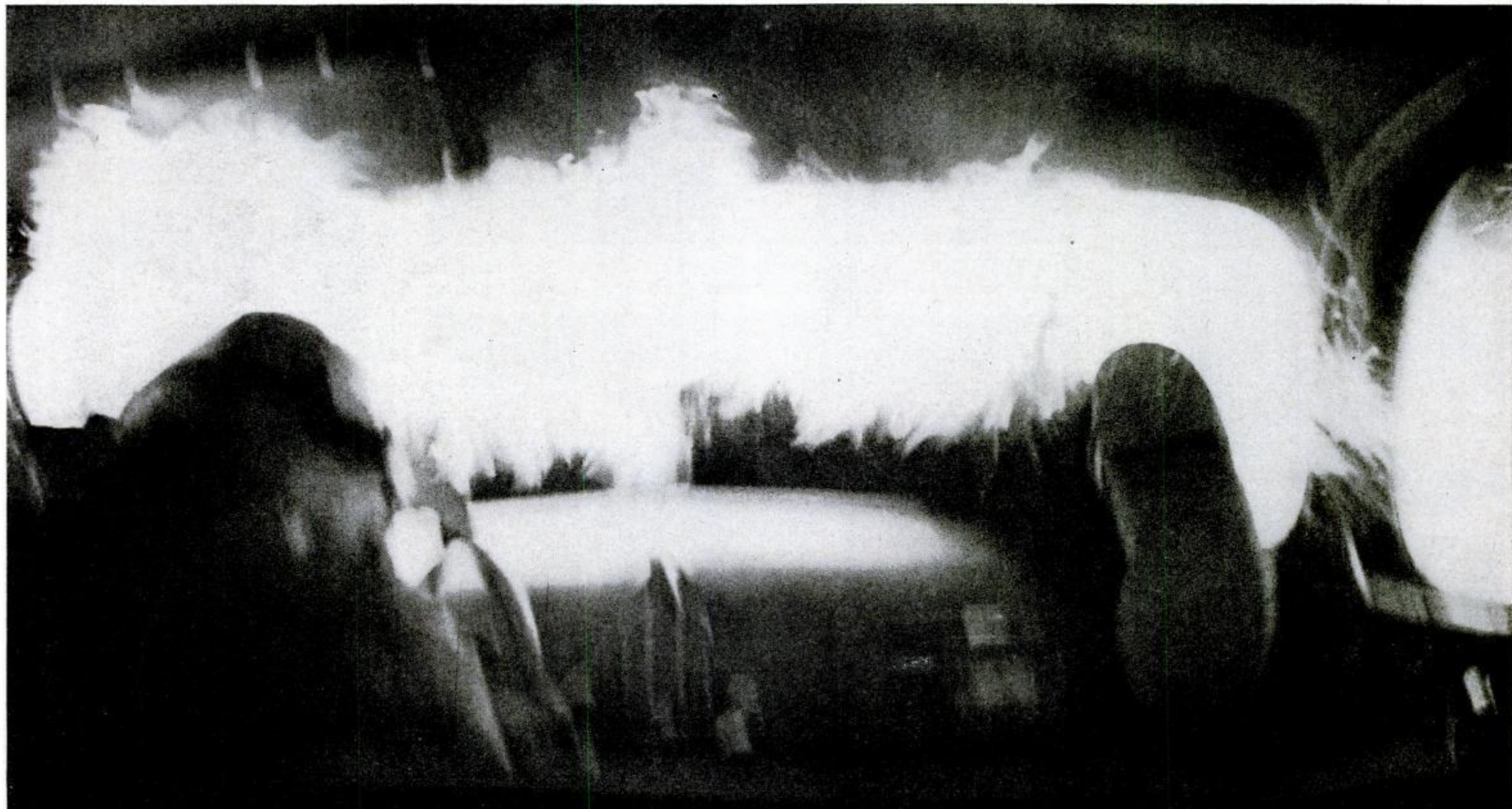
The drivers are Joie Chitwood's Auto Daredevils, who so far this year have performed before more than one million people in the east and Midwest. The stunts are just as dangerous as they look; the last owner of the Chitwood troupe was killed doing the difficult ramp jump (*right*). But there is something contagious about the "hell drivers" chance-taking. A nightly feature of the Chitwood thrill show is the crashing of an old-model automobile, which carries a helmeted stunt man on the hood, through a board wall packed with blazing excelsior (*below, top picture*). LIFE Photographer Paul Nodler could not resist the temptation to brace himself in the back seat and take a breathtaking ride. He was rewarded by an equally breathtaking picture (*below, bottom picture*).



**CLINGING TO HOOD** a rider stretches out through the open windshield while another drives through a blazing wall. For driver's-eye-view see below.



**RAMP JUMP** climaxes the Chitwood show. Two cars are driven down track at 60 mph, one taking off from 5-foot 10-inch ramp to jump 85 feet in air while second car swerves underneath.



**SAME STUNT AS ABOVE IS SHOWN FROM THE DRIVER'S SEAT AS STUNT MAN CLINGS TO THE DASHBOARD WITH HIS FEET WHILE CAR HURTLES THROUGH THE FIRE**



SHEER...MOJUD



SHEERER...MOJUD



SHEEREST...MOJUD



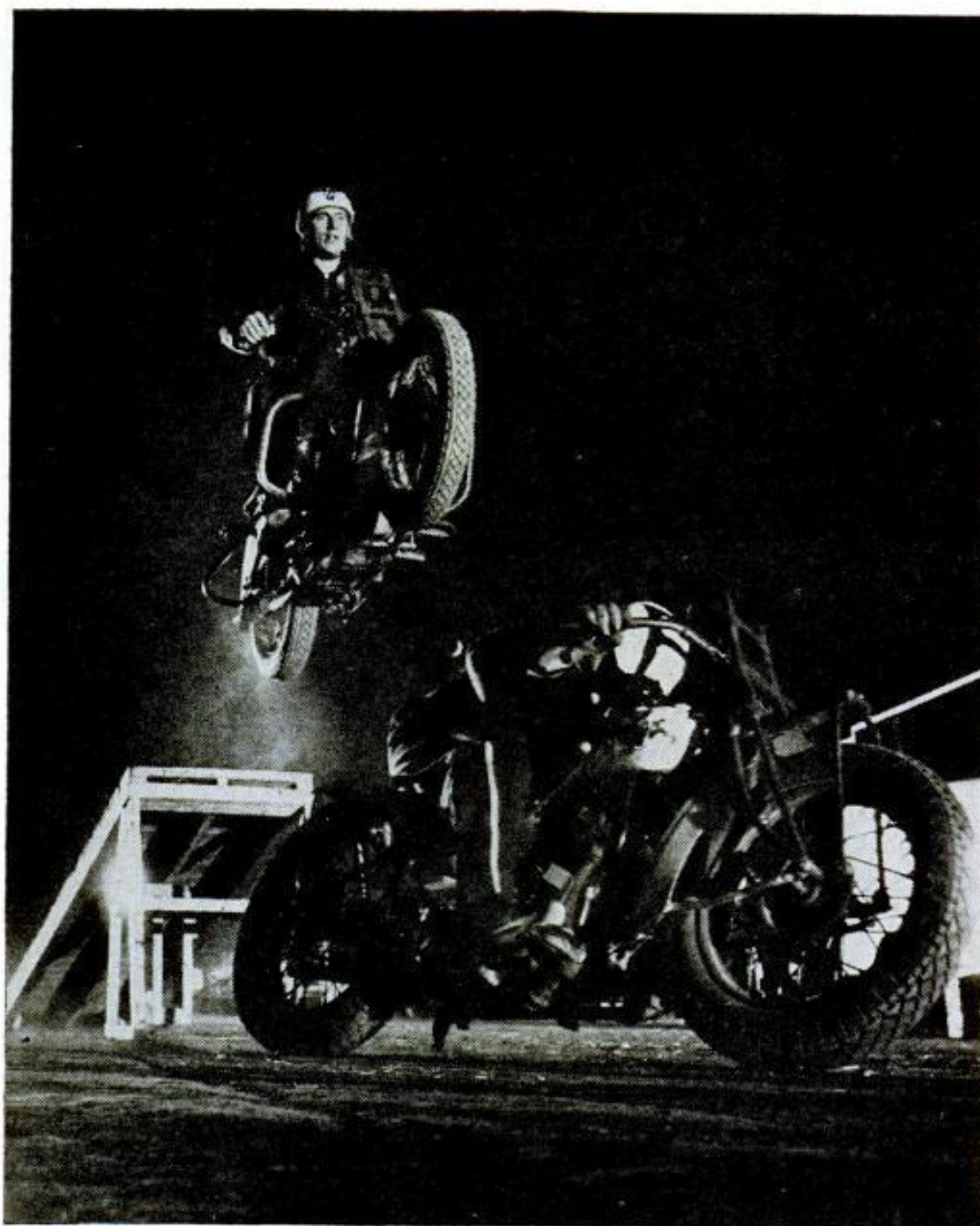
• Whatever your preference,  
hosiery happiness is yours with

**MOJUD**  
STOCKINGS...in  
Fashion Harmony  
Colors •

Mojuds are made of DuPont Nylon

TRADE MARK REG.

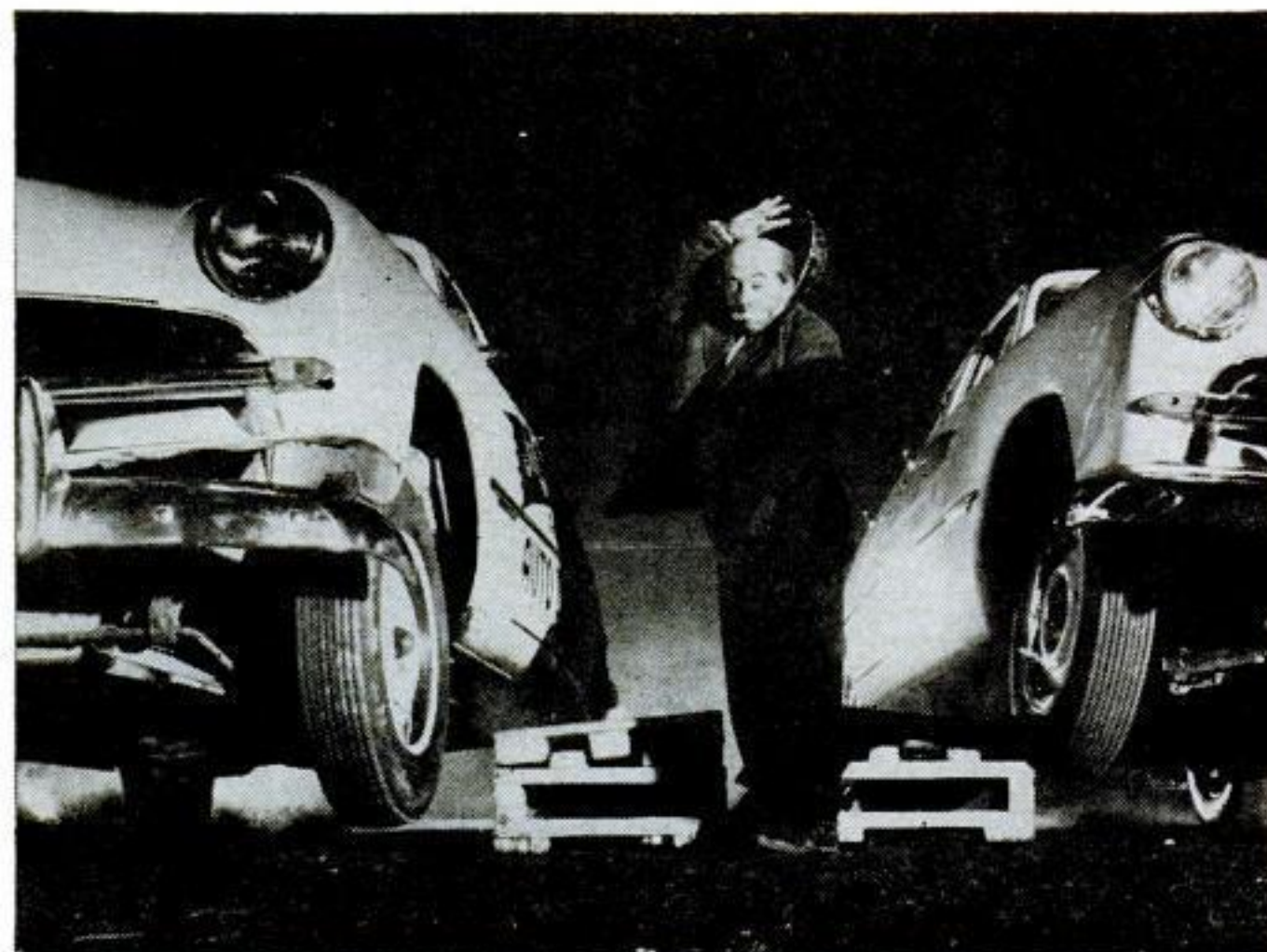
© 1948, MOJUD HOSIERY CO., INC.



**MOTORCYCLE RAMP JUMP** is variation of auto stunt (preceding page). Many riders, jumping 40 feet, lose their front teeth when they misjudge landing.



**END OVER END**, stunt car rolls down track after left wheels have been run over the ramp at 60 mph. Sometimes two trips are required to wreck the car.



**CLOWN ACT** involves Nick Francis, who pretends to get his shoe caught between wooden ramps as two cars speed down track, each missing him by a foot.

Happy note ♪  
for breakfast



WITH A  
HEALTHY  
P.S.

SUNSWEEP HELPS  
KEEP YOU REGULAR, TOO.

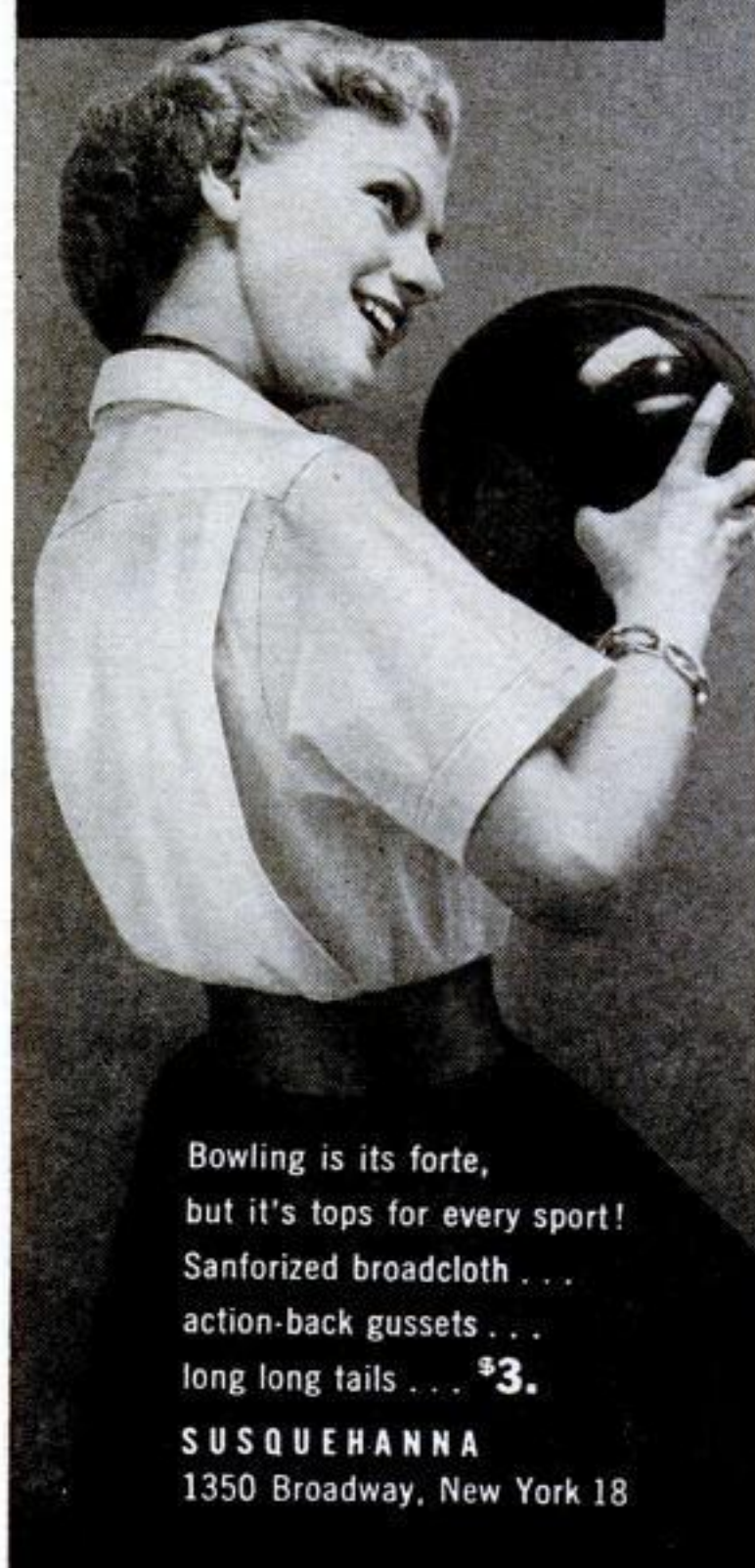
**SUNSWEEP**  
PRUNE  
JUICE

In Bottles  
or Cans



Prepared and distributed by the  
makers of Mott's apple juice, apple sauce,  
cider, vinegars, and jellies

SHIP 'N SHORE



Bowling is its forte,  
but it's tops for every sport!  
Sanforized broadcloth...  
action-back gussets...  
long long tails... \$3.

SUSQUEHANNA  
1350 Broadway, New York 18



IMAGINE!

# It cooks while no one looks!



## Get Kelvinator's New "Automatic Cook" with the convenient new Control Panel!

What an amazing electric range! You just set it and forget it—then the "Automatic Cook" takes over . . . cooks whole meals without watching. The oven, Scotch Kettle, and a handy appliance outlet, too, may be automatically controlled.

It's *cooking made easy* . . . especially with the new Control Panel, Kelvinator's latest exclusive. All controls are now *top-o'-the-range* . . . set at an angle—easy to read, easy to reach. And each control has its own signal light!

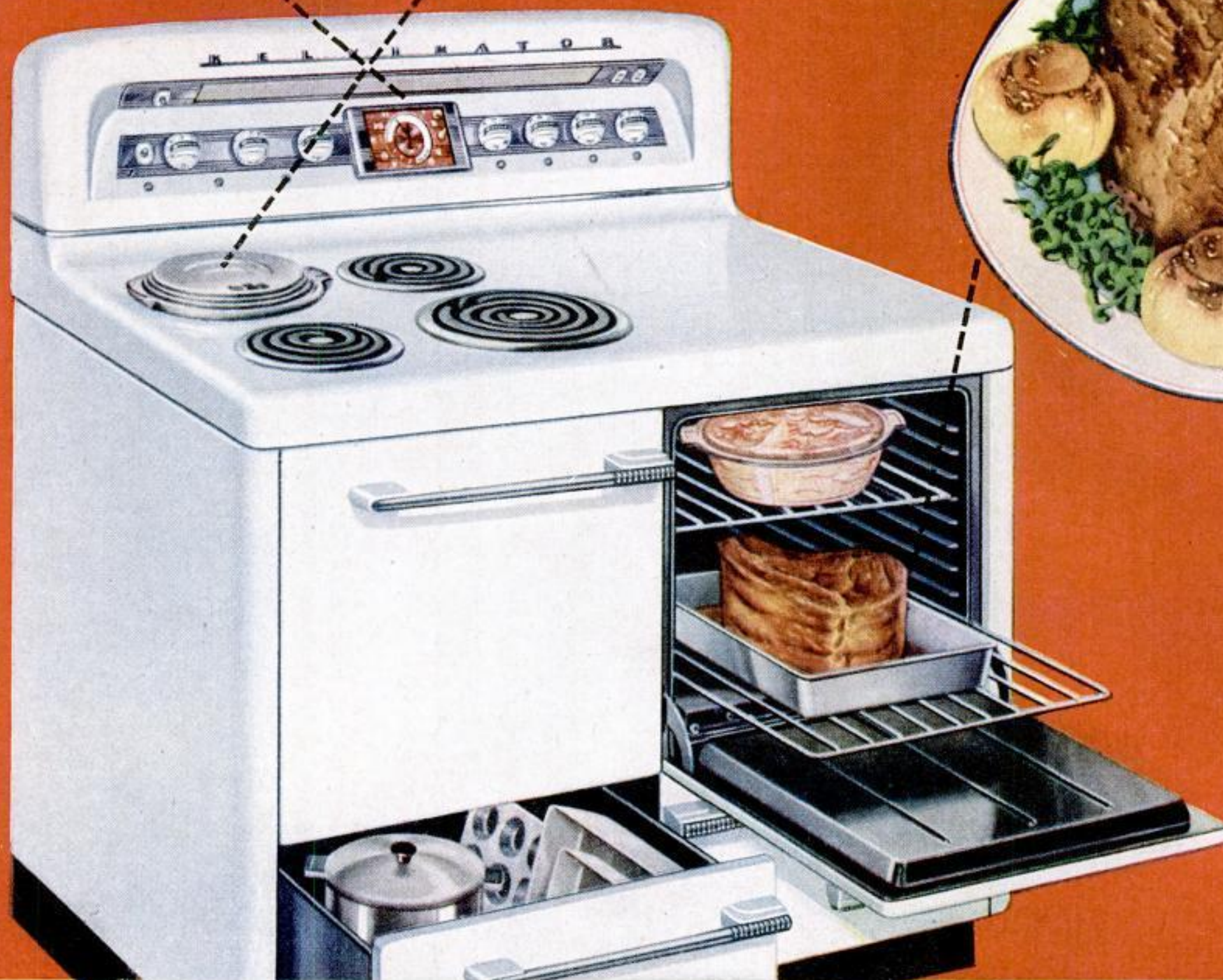
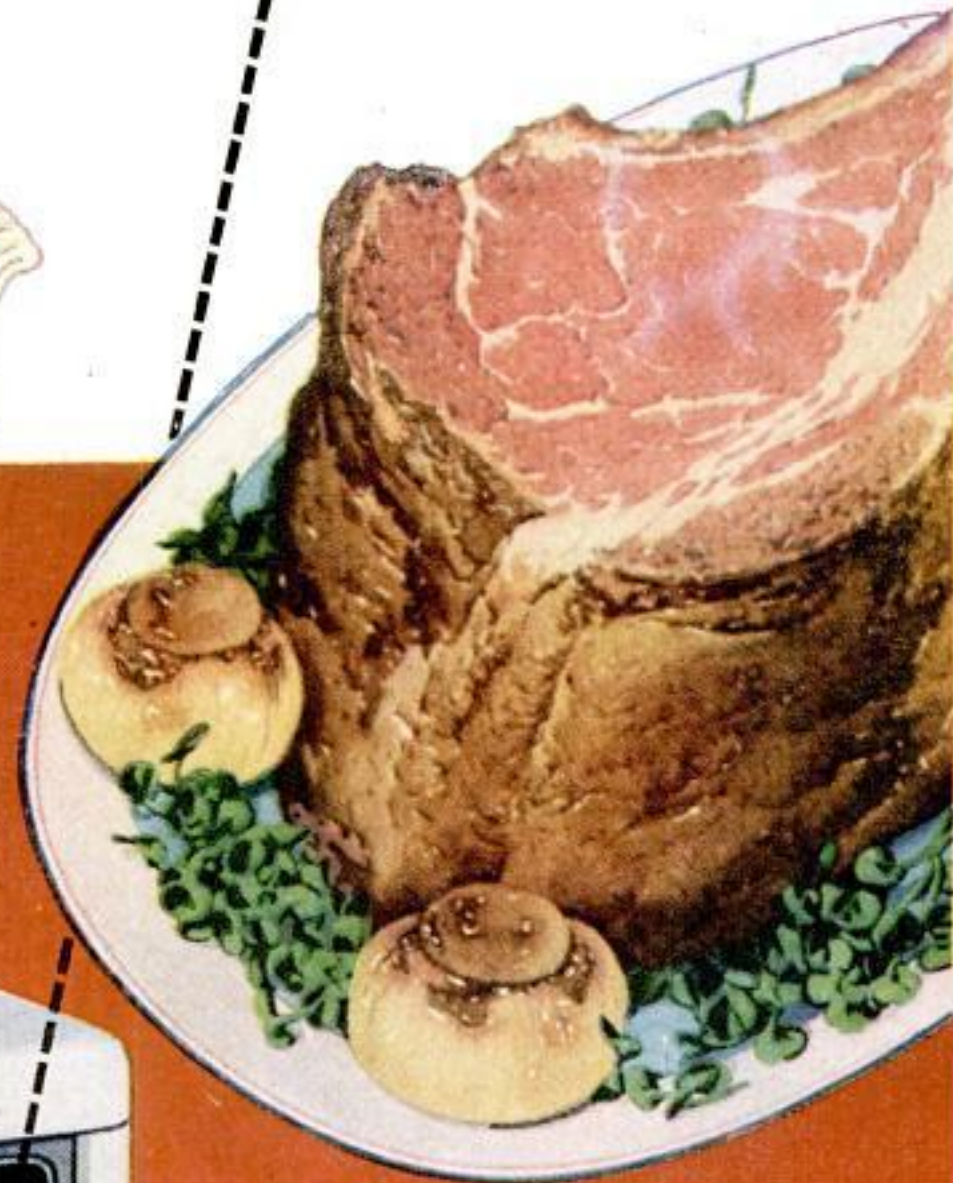
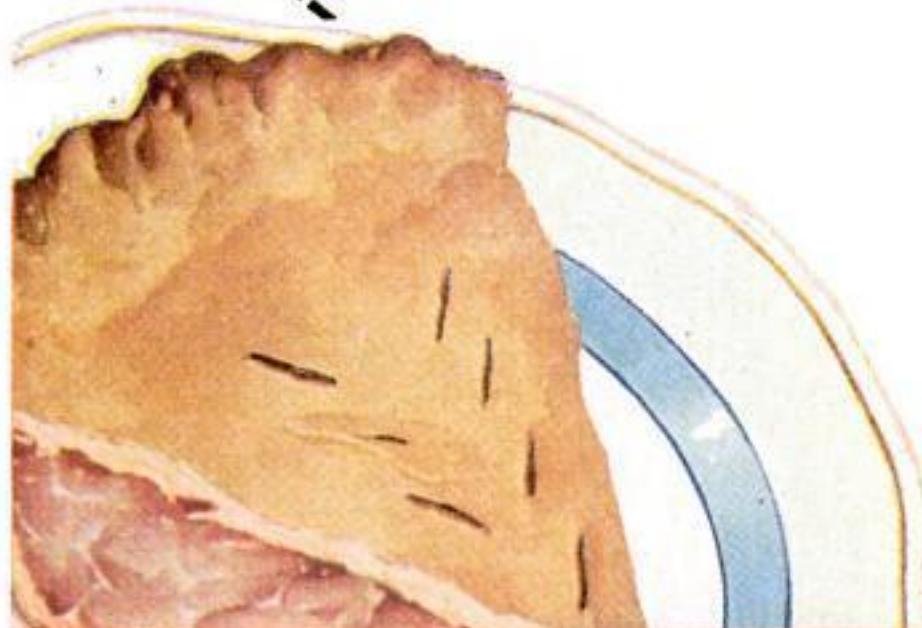
## Kelvinator's New "Up-Down" Unit—it's a 4th Surface Unit . . . and a Scotch Kettle, too!

You'll love the extra convenience of this new "Up-Down" unit. *Down*, it's a thrifty deep-well cooker that stews, steams, bakes, deep-fat fries. Then, if you need an extra surface cooking unit, just lift *up* the heating element, and presto!—you have a 4th surface unit. "Automatic-Cook" controlled, too. And, if you wish, you can have a special Pressure Cooker that's built to fit the deep-well.

## Get Kelvinator's Giant Broiler-Oven— Holds a banquet-size roast . . . with ease!

Yes! It's an oven that's *big*—and then some! Takes on a 5-dish dinner or 25-lb. turkey with ease! "Automatic-Cook" controlled . . . pre-heats fast . . . broils with radiant heat like charcoal—sears steaks outside, seals juices inside.

All your cooking is now finer and faster with Kelvinator. New improved "Electric-Fast" surface units give 7 accurate heats from simmer to *extra-fast* . . . tilt up and stay up for easier cleaning. Utility drawers glide on roller bearings . . . special warmer drawer keeps things piping hot. See this range of the year at your Kelvinator dealer's now!



KELVINATOR, DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT, MICHIGAN

# Kelvinator — of Course!



# Hollywood's NEWEST Glamour Secret...

RITA HAYWORTH

STAR OF

"THE LOVES OF CARMEN"

A Columbia Technicolor Production

## A Secret National Survey Shows...

Most women who have tried Pan-Stik actually prefer it to any make-up they have ever used.

## HERE'S WHAT THEY SAY!

- ☆ "I have never used any make-up that is so completely satisfactory."
- ☆ "My skin feels soft, smooth, and natural, and stays fresh-looking from morning to night."
- ☆ "It's so easy to apply, goes on smoothly and evenly, never becomes greasy, streaky, or shiny."
- ☆ "It looks so natural no one knows I have it on—I'm just wild about it."
- ☆ "It covers blemishes, feels satiny smooth and makes my skin look more youthful."
- ☆ "My skin feels refreshed—never drawn, tight, or dry."

PHOTO BY  
COBURN

## Revolutionary...



## The New Cream-Type Make-Up in unique stick form

# Pan-Stik<sup>\*</sup>

Now...for you...Hollywood's newest way to create glamorous beauty... instantly...miraculously. It's Pan-Stik...a new amazing cream-type make-up discovery as revolutionary as the first lipstick. Your complexion looks new, flawless, fascinatingly beautiful. Your skin feels soft, refreshed, unbelievably smooth. Pan-Stik is so easy and quick to apply, so light, so long-lasting, so wonderfully convenient, so completely different from anything you have ever used before...

You'll love it from the very first make-up.

IN SEVEN GORGEOUS SHADES...\$1.50

CREATED FOR THE SCREEN STARS AND YOU...BY

MAX FACTOR \* HOLLYWOOD



\*Pan-Stik (trademark) means Max Factor Hollywood Cream-Type Make-Up

## Different...as easy to use as your lipstick!



A few light strokes of Pan-Stik...smoothed with your fingertips...creates a lovelier complexion.



Looks glowingly natural, soft and youthful — stays on from morning to night.



Non-drying...your skin feels refreshed...never tight, drawn, or dry.



Easily tucked away for any unexpected make-up need.



# A delicious New Recipe for you!

## Tuna Spaghetti made with



Here's not only a new recipe — but a low-cost main dish that brims over with wonderful flavor!

One big reason is the **flavory**, savory Hunt's Tomato Sauce. You'll see how perfectly it blends the ingredients together into a delicious taste treat.



That's because Hunt's is *all* tomato. Kettle-simmered with fine spices. Why, it takes more than four tomatoes to make one can. Yet it costs you only pennies!



Once you try Hunt's Tomato Sauce, you'll find dozens of uses for it in your cooking. In stews, soups, goulash, rice, meat loaf. With vegetables, eggs, fish, leftovers. Get six cans right away! *For just a few cents a can.*



The wonderful cooking sauce  
from California

### Tuna Spaghetti

- 1 7-oz. can tuna fish
- 5 tbsp. salad oil
- ½ cup chopped onions
- 2 tbsp. chopped parsley
- 1 clove garlic, chopped if desired
- 2 cans Hunt's Tomato Sauce
- 3½ cups cooked spaghetti (about 2 cups uncooked)

Drain and flake fish. Heat oil, add onions, parsley, and garlic. Cook over low heat, 10 minutes or until onions are soft and lightly browned. Add fish and cook until lightly browned. Add Hunt's Tomato Sauce. Cook, uncovered, for 15 minutes. Serve over spaghetti. Makes 4 servings.

## Hunt-for the best

Hunt's Fruits, Vegetables, Tomato Products Hunt Foods, Inc., Los Angeles, Calif.







MARSHAL TITO, HIS BACK TO SUMMER VILLA, STANDS PROUDLY BESIDE SYMBOLIC STATUE OF WARTIME PARTISAN FIGHTER OVERLOOKING VISTA OF LAKE BLEED

## A VISIT TO TITO

Dictator rests, plays and plots  
in privacy of an Alpine retreat

On Aug. 17, while Andrei Vishinsky, Ana Pauker and other Communist bigwigs were vainly trying to see him, Marshal Tito of Yugoslavia received an old friend at his summer hideaway in Bled, 300 miles west of Belgrade. The friend was LIFE Photographer John Phillips, who covered the Partisans (LIFE, Nov. 6, 1944) and photographed Tito with associates who are now dead or ranged for or against him in his grim struggle with the

Cominform (pp. 66—68). The marshal, now in mufti instead of uniform, spent the hot Yugoslav summer at a handsome villa which his government has rebuilt and filled with nationalistic relics of their Partisan war with the Germans. Amid the foothills of the Julian Alps, Tito walks in his guarded gardens, swims in the blue water of Lake Bled and tightens his party defenses against Stalinist foes within and without embattled Yugoslavia.



A  
TIME TO  
REMEMBER



## When boy meets dog...

It wasn't what he said that mattered—it was the way he hugged the puppy close. And the joy in his eyes is a memory you still treasure. This is indeed a time to remember.

A  
WATCH TO  
REMEMBER



## Sentinel "Autocrat"—a top value for only \$2<sup>75</sup>

Put the right time in your son's pocket—or your own—with this sturdy, chromium-plated Sentinel pocket watch. Outside black enamel numeral dial and modern, dial-type second indicator. Truly a remarkable buy.

"Autocrat" is only one of the great Sentinel family of hand-wound and electric clocks, wrist and pocket watches—all carefully made with 117 years' experience—all moderately priced—at better dealers everywhere. Send for free picture folder of Sentinel Clocks and Watches.

THE E. INGRAHAM COMPANY  
Bristol, Connecticut • Established 1831

A  
NAME TO  
REMEMBER

Ingraham  
**SENTINEL**  
Clocks and Watches



©1948. Prices exclusive of taxes and subject to change

Tito CONTINUED

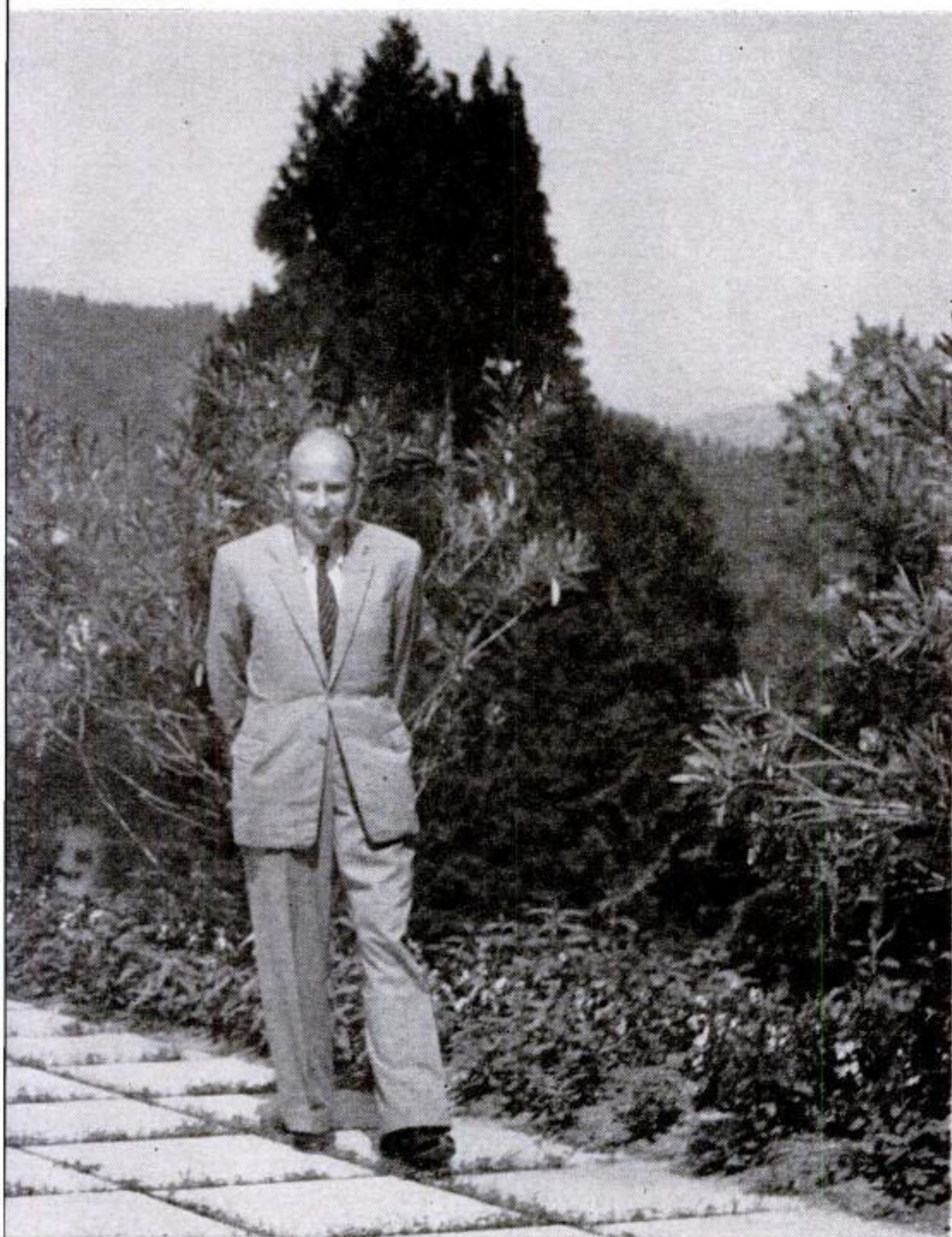


**TITO'S GARDEN** commands a magnificent view of Lake Bled (below). Here the marshal walks with secretary, Zvonko Brkich (right), and Tigar, a German



**LAKE BLEED** and town of Bled together form a pleasant resort which was once the summer home of assassinated King Alexander. At top of the hill is





police dog which was captured from an SS colonel. "Please don't scratch in front of the American public, Tigar—it isn't polite," Tito admonished the dog.



medieval castle, Bledski Grad. St. Martin's Church is at right. Proletarian vacationers now throng luxury hotels and homes once reserved for prewar rich.

CONTINUED ON NEXT PAGE



## Get faster, closer electric shaves

WITH  
THIS AMAZING  
NEW  
PREPARATION



"Best electric shaves ever!" That's what users themselves say about sensational Letric Shave. More than 95,000 men have tried this remarkable liquid discovery—better than 4 out of 5 of them now sing its praises.

Letric Shave can help you get a longer-lasting, quicker, easier shave with any make of shaver. Just spread a few drops on your face *before* shaving. It smooths the skin to overcome "shaver drag," saves precious minutes. It conditions face and whiskers for closer, more comfortable shaving

**FREE**—We'll send you a generous bottle of Letric Shave—enough for 30 shaves—*absolutely free*. Just send your name and address to The J. B. Williams Co., Dept. LE15, Glastonbury, Conn., U. S. A. (Offer good in U. S. A. and Canada only).

**PROVED IN TESTS BY  
OVER 95,000 MEN!**



"With Letric Shave, I shave much closer and faster—and get a cooler, more comfortable shave in the bargain," writes F. Ensinger, Jr., Newark, N. J.

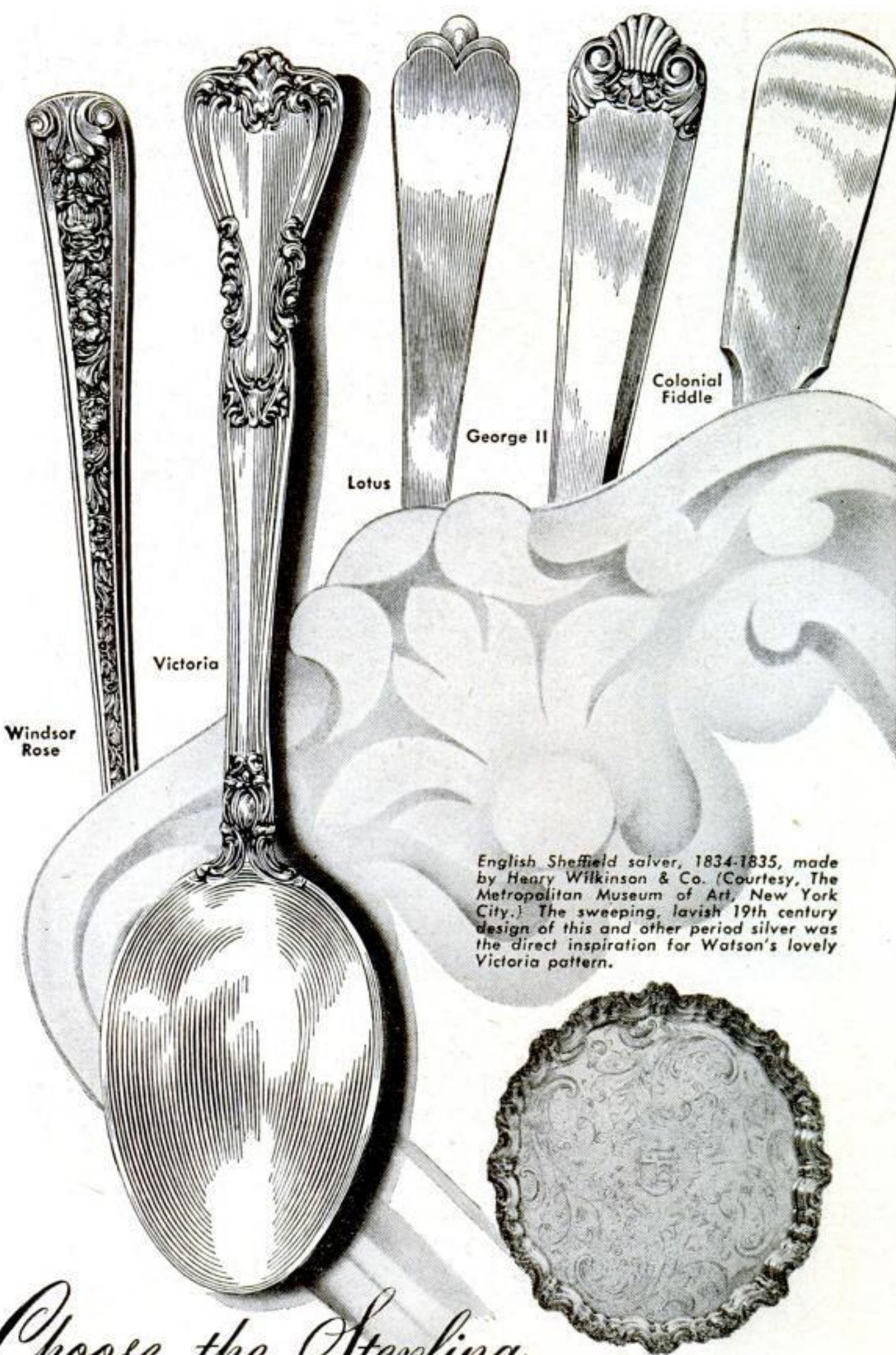


"I make a big saving in shaving time with Letric Shave," reports G. Weaver, Jr., Orlando, Florida. "And there's never any shaver pull or irritation."



"I learned how really quick and comfortable electric shaving can be, even in hot weather, when I started using Letric Shave," says J. B. Wines, Elko, Nev.





English Sheffield silver, 1834-1835, made by Henry Wilkinson & Co. (Courtesy, The Metropolitan Museum of Art, New York City.) The sweeping, lavish 19th century design of this and other period silver was the direct inspiration for Watson's lovely Victoria pattern.

*Choose the Sterling  
you'll cherish more deeply*  
... from **Lovely Silver Masterpieces!**

THOUGH you use it a lifetime, you'll never lose the deeper thrill of pride that comes when you first set your table with Watson Sterling.

For Watson Sterling has the ageless beauty of silver masterpieces that are collectors' items today. Each of the twelve lovely Watson patterns was inspired by the work of the world's greatest silversmiths. And you'll find in each not only the same beauty of design, but the perfection of craftsmanship... in depth of cut... clearness of detail... harmony and grace of propor-

tion... that will make your Watson Sterling a cherished prize for generations.

Ask your jeweler to show you beautiful Watson Sterling now. Any of the five patterns illustrated in this advertisement, or Meadow Rose, Foxhall, Lamerie, Juliana, John Alden, Windsor Manor, or Colonial Antique.

Each is designed to bring you the beauty and distinction of the finest sterling ever made. The Watson Company, 20118 Watson Park, Attleboro, Mass.

You can buy a complete, 6-pc. place-setting in Watson Sterling for as little as \$23, federal tax included.

*Watson Sterling*



MODERN SILVER WITH THE BEAUTY OF OLD MASTERPIECES

Tito CONTINUED



**TITO AND TURNCOAT**, General Arsa Yovanovich, were chess companions in 1944. Yovanovich was recently shot by Tito's guards at the Romanian border.

## INTERNAL STRUGGLE FOR POWER RACKS TITO'S PARTY AT HOME

When John Phillips visited the Partisans in 1944, Tito and his lieutenants were knit together in the close camaraderie of guerrilla war. That phase ended when Tito refused to obey the dictates of the Cominform last June, and now he is in conflict with some of his own people as well as with Stalin. Although Tito is a great national hero who unquestionably holds the support of most Yugoslav Communists, he is combating Russian and satellite Communists who can bring terrific pressure to bear. Most of Yugoslavia's inner struggle is hidden, but the outer world has seen flashes of it in such incidents as the recent slaying of Tito's wartime lieutenant, General Yovanovich (*above*), who was shot at the Romanian border by loyal government guards who caught him trying to flee from Yugoslavia to join the marshal's opponents. At the other extreme are such loyal Partisan comrades as Edvard Kardelj (*below*), whom Tito last week made foreign minister in one of several moves to eject dissidents and tighten Yugoslav party discipline. The outcome is uncertain and a death in Moscow last week may affect it (p. 68).



**TITO AND FRIEND**, Foreign Minister Edvard Kardelj, are as close nowadays as they were when pictured here at wartime Partisan hideaway in hills.

CONTINUED ON PAGE 68





# Countess becomes "Mrs." ...and very happy!

It's international wedding news!  
Countess Caja Charlotte Palffy, presented to New York Society  
at Debutante Cotillion, '46,  
marries Samuel Fischer Hays of prominent  
New Orleans family.



**Definitely "Yes"!** Fischer's had the glad word. At Armando's, social scribe Count Igor Cassini gets engagement news...nominates Woodbury-deb Caja as "Beauty Bride of the Month."



**Dig in, Kids!** At Caja's mother's Oyster Bay home. Snow's deep...but deep-in-love Fischer doesn't mind shoveling. *Who would*—so close to Woodbury-smooth beauty!

**After the vows**—reception fun begins. Caja wears a dream-mist of tulle—entrancing as her dream-soft Woodbury complexion! Enormous pendant aquamarine originally belonged to Catherine the Great—was presented to Caja's Boston-born mother for war service in overseas hospitals. Priceless gem sets off Caja's beauty-skin, cherished daily by Woodbury Facial Soap.

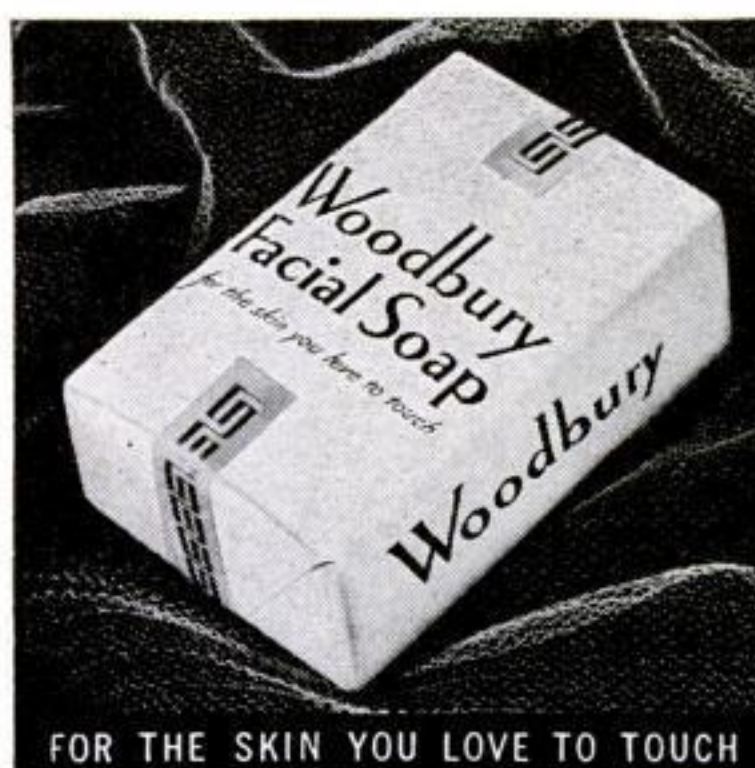
## She's another Woodbury Marrying Deb



**Dream home**...on paper! "Blue room," hums Fischer, "heaven-for-two room!" Heavenly, too—Caja's angel soft skin, cared for by Woodbury, with *beauty-cream ingredient*.



**"My first day** in New York," says Caja. "I discovered Woodbury Facial Cocktails. *So mild!*" She swirls on creamy lather...rinses warm, cold. "That soon...my skin is satiny!"



FOR THE SKIN YOU LOVE TO TOUCH

**Satin shoulders, too!**...with Woodbury beauty baths! Yes, Woodbury's beauty-cream ingredient is a "skin-smoother." Why not this gentle facial soap...for your bath soap? Try it!



**Kissable face!** Pooch looks bewildered by such love-makings. Want to bewilder, bewitch a *man*? Try Woodbury-lovely skin, girls. Marrying debs know *it works!*



# MRS. PARADINE IS ON TRIAL FOR HER LIFE!



*Valli* IS MRS. PARADINE!

in DAVID O. SELZNICK'S production of ALFRED HITCHCOCK'S

## THE PARADINE CASE

starring GREGORY PECK • ANN TODD • CHARLES LAUGHTON  
CHARLES COBURN • ETHEL BARRYMORE • LOUIS JOURDAN • and **VALLI**

# Flexaire\*

the BRA...  
with highness and roundness  
.....separation and LIFT.  
All look like nature's GIFT.

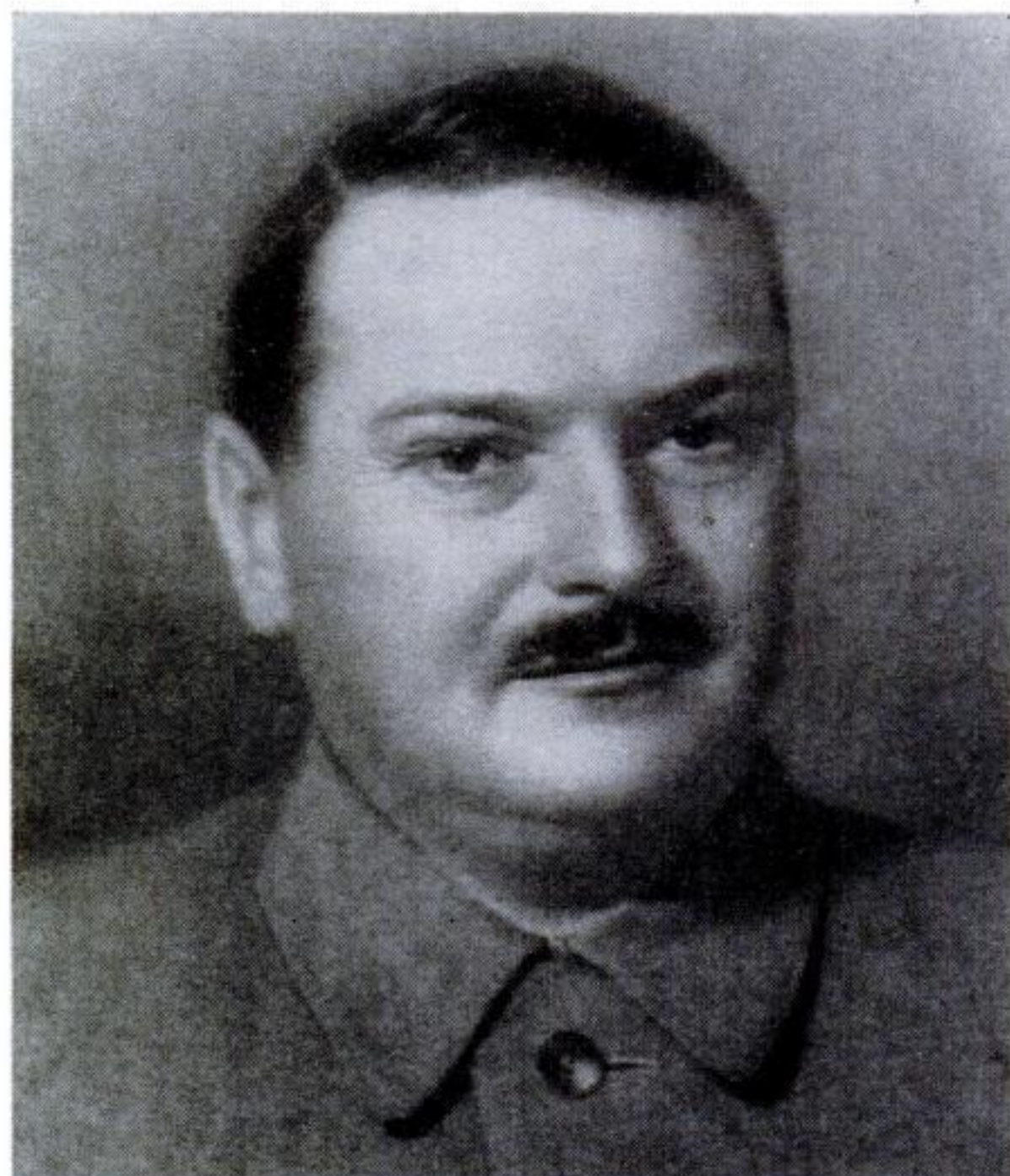
Buy a wardrobe of FLEXAIRE BRAS...  
You'll look lovelier, more alluring.



Insist on genuine  
**FLEXEES'** world's loveliest foundations

\*Reg. T.M.

Tito CONTINUED



ANDREI ZHDANOV SPEARHEADED THE SOVIETS' ATTACK ON TITO

## ARCHITECT OF THE COMINFORM DIES AT HEIGHT OF CONFLICT

Death gave Tito a break last week. Moscow announced that Andrei Zhdanov, creator of the Cominform and often accounted Stalin's likeliest heir, had died of high blood pressure, hardened arteries and associated debilities at the age of 52. If the Moscow explanation is correct, Zhdanov is one of the very few Soviet leaders who have died natural deaths. His passing is of immense significance, since it was Zhdanov who conceived Soviet Communism's current, all-out assault on non-Communist Europe and simultaneously insisted upon absolute subservience by all non-Russian Communists. Zhdanov's Russian partner in the Cominform was Georgi Malenkov (*below*), who ranks high in the Russian Communist party but is a less forceful figure. Whether Malenkov pursues Zhdanov's policy depends in part upon Foreign Minister Molotov, who would probably prefer to make peace within the Communist family and concentrate its energies against the free world.



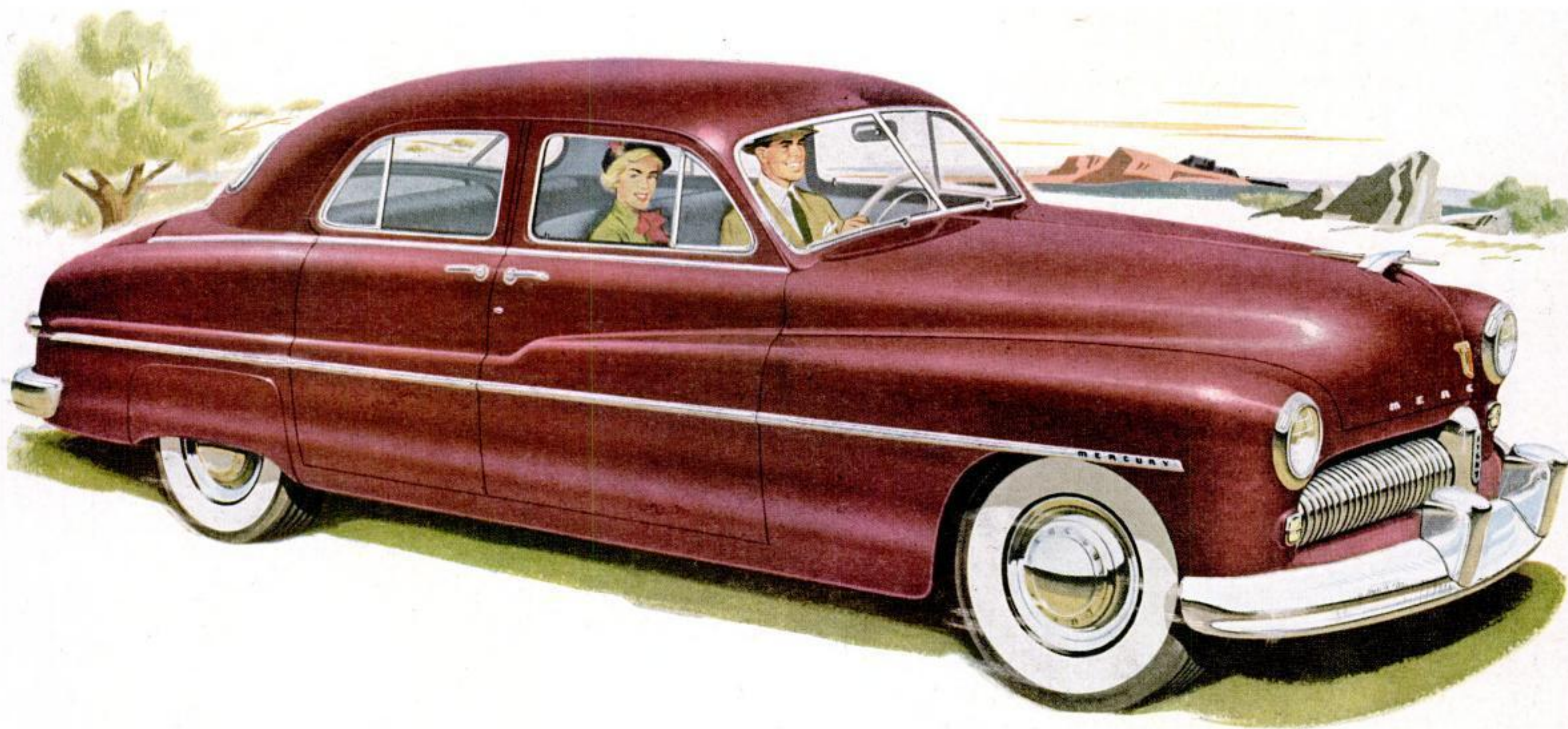
GEORGI MALENKOV HELPED ZHDANOV FOUND THE COMINFORM



# "So good looking the pictures don't do it justice!"

— SAY THOUSANDS OF NEW 1949 **MERCURY** OWNERS

*You should hear the reports that pour in day after day about the All-New **Mercury**! Owners just can't stop talking about **Mercury's** thrilling new "low-to-the-road" look...its smooth, sweeping new lines...its feeling of combined bigness and fleetness! They say there isn't a more handsomely designed car at any price. And there isn't!*



**T**HERE'S MORE—MUCH MORE—to Mercury than just its breathtaking new style. The 1949 Mercury's all-new all over!

You get a powerful new 8-cylinder, V-type, Mercury engine that gives you surprising economy. You get all-new springing, an all-new "comfort-zone" ride, all-new easier steering, all-new "super-safety" brakes, all-new extra roominess, all-new increased visibility, too!

See it — just see it — and you too will say: *It's Mercury for me!*

LINCOLN-MERCURY DIVISION OF FORD MOTOR COMPANY

## Make your next car



# MERCURY







*You wouldn't sew a silk dress with linen thread*

*You wouldn't use a darning needle on organdy*

*You wouldn't cut tweed with manicure scissors*

*You need different tools for different jobs*



Talon slide fasteners  
alone give you the  
correct fastener for  
every sewing need!

The color of the package identifies the correct slide fastener for each sewing need.

You'll find packaged Talon slide fasteners, complete with easy-to-follow sewing directions, at notion counters everywhere.

*Talon*

REG. U. S. PAT. OFF.

THE QUALITY SLIDE FASTENER



Every step your child takes should strengthen his feet

And your child takes  
**30,000\***  
STEPS A DAY!

so, buy **RED GOOSE**

*"Built for Action" Shoes*

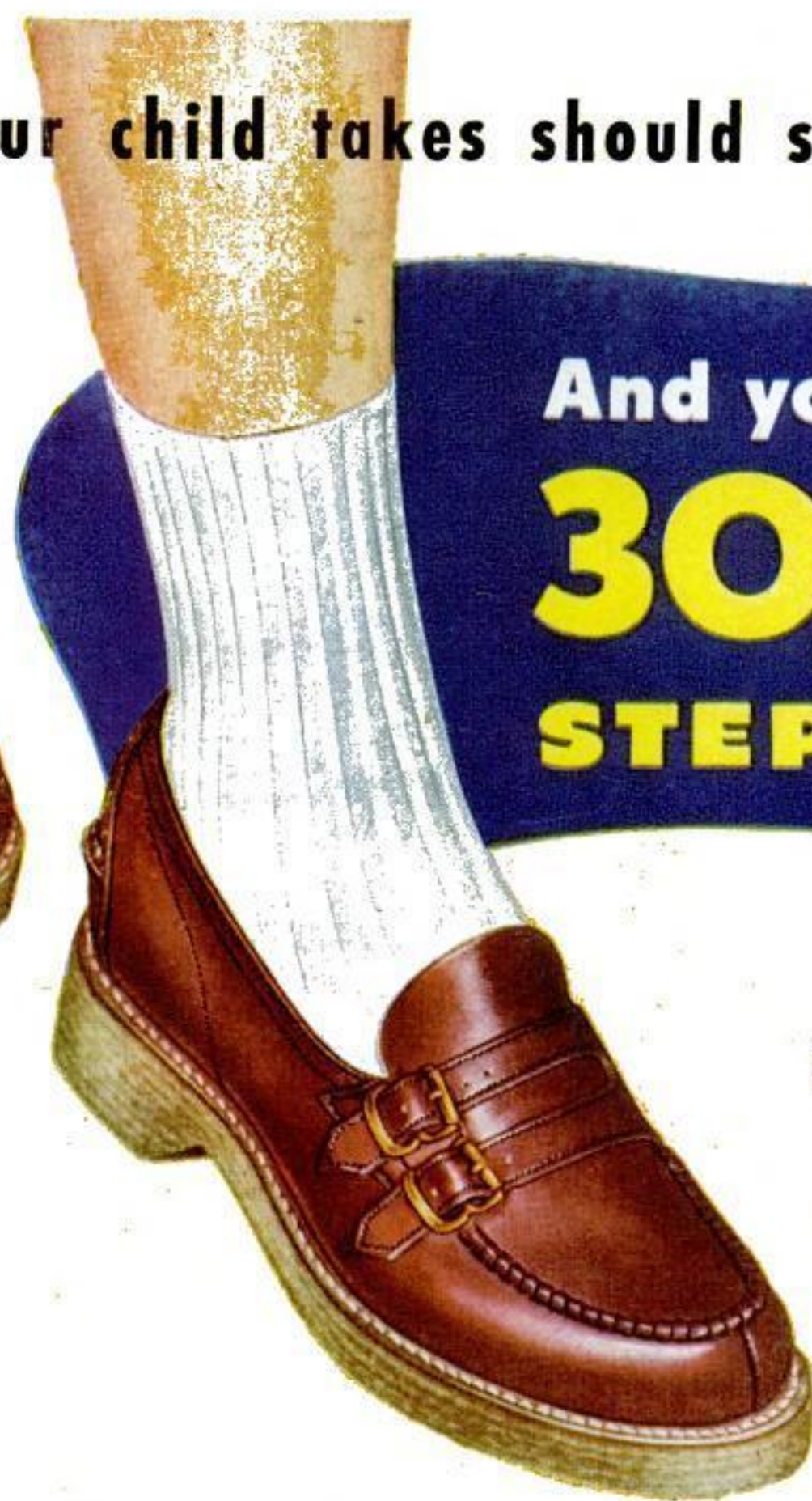
**30,000 times a day\*** your child's feet flex, step, relax—this is the exercise that develops a strong healthy foot. Hamper it and you hamper his chances for foot development. But growing feet need the protection of support, too. With Red Goose **"BUILT for ACTION"** Shoes you get *both*—freedom for growth, plus support where feet need it.

Both freedom and support depend greatly upon proper fit. Red Goose Shoes are designed to fit from the start and fine leathers with extra reinforcements *hold fit—hold value!* They are made for active boys and girls—made for *your* child. They are **"BUILT for ACTION"** Shoes!

"HALF THE FUN OF HAVING FEET"



Style 3133



Style 3313-1



Style 3304-2



Style 3672-1



Style 3652



Style 3560



Style 3492-1



WISE MOTHERS  
CHOOSE . . .

**Red Goose**

**ACTION SHOES for Boys and Girls**

Also Friedman-Shelby Shoes

Consult your Classified Phone Book or write for the name of your Red Goose or Friedman-Shelby Dealer.

RED GOOSE DIVISION • INTERNATIONAL SHOE COMPANY • ST. LOUIS 3, MISSOURI



According to Dr. Joseph Lelyveld, Chairman, National Foot Health Council. With facts like these, it's no wonder more mothers everywhere insist on Red Goose **"BUILT for ACTION"** Shoes for their proper fit.





OUTSIDE MRS. BLACKBURN'S PARTLY DISMANTLED HOUSE AT MIDNIGHT PARTY GUESTS TAKE A LAST LOOK BEFORE THE BUILDING BEGINS ITS LONG JOURNEY

# HOUSE-MOVING PARTY

Obliging guests help haul hostess' home three miles down the road

On a midsummer evening in Los Angeles, Alice Blackburn threw a big party. Before the guests filed up a ramp into her brightly lighted home (above), they paused beneath an umbrella to sign a statement to the effect that they would not sue if the house collapsed. This precaution is not yet routine in California, but Mrs. Blackburn had a sound reason for taking it. The large two-story building had been jacked up and placed on wheels. At midnight the guests departed. Some of them went home but others put down their drinks and obligingly helped move the house three miles down the road.

On the housetop, electricians lifted, snipped and

spliced power lines which got in the way. A crane truck moved ahead of the building, picking up all parked cars and dragging them out of the road. By morning the journey was completed, having taken only 5½ hours. While the workmen burrowed under the house to dig a new foundation, Mrs. Blackburn sat down to add up her bills. The house—condemned by the city of Los Angeles to make way for the new Hollywood highway—had cost her only \$2,800. However "incidentals," including \$1,400 for lifting and repairing wires, ran the total cost to about \$17,000. "The view is nicer here," said Mrs. Blackburn, "and anyway it was a very nice party."



UNDER THE HOUSE two guests drink beside one of the three heavy steel dollies used to move the building.



I've discovered the longer, finer cigarette

PALL MALL

Good to look at . . .



good to feel . . .

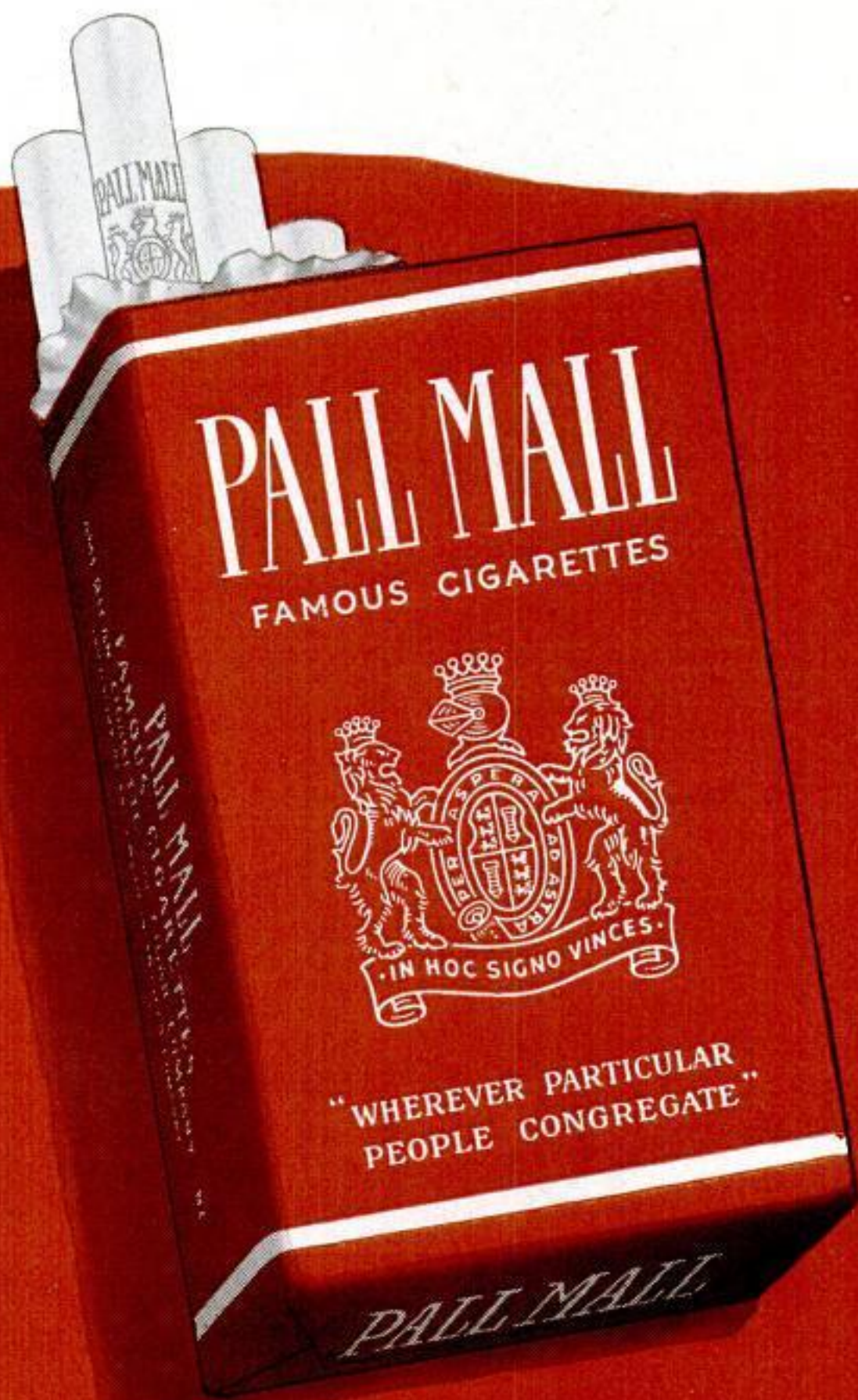
good to taste . . .



and good to smoke.

PALL MALL's greater length of tradition-ally fine tobaccos *filters the smoke on the way to your throat*—gives you that smoothness, mildness and satisfaction that no other cigarette offers you.

PALL MALL—the *longer, finer* cigarette in the distinguished red package.



OUTSTANDING

—and they are mild!

## House-Moving CONTINUED



**PROMISING NOT TO SUE** in the event of disaster, guests sign waiver and are "branded" with ink by Mrs. Blackburn (seated) before entering the house.



**ENERGETIC DANCERS** perform in Mrs. Blackburn's living room. Though 140 people crammed into the building, the temporary underpinning held firm.

CONTINUED ON PAGE 76

Copyrighted material



# What does this "Extra Bedroom" have that only HIDE-A-BED can give you?



Only Hide-A-Bed has a mattress by Simmons! A full-thickness, full-length 54-inch-wide Simmons inner-spring mattress! It's *more* than just an "extra bedroom!" Just look at its graceful beauty—you'd never know that Hide-A-Bed is anything but a luxurious styled sofa, upholstered in rich and durable

decorator fabrics. Is there any other sofa bed that keeps its secret so well—or that can match its beautiful lines? Before you buy *any* sofa bed, see the Hide-A-Bed. It's made *only* by Simmons! (P.S. The famous Beautyrest mattress is available in any Hide-A-Bed you choose.)



**A light touch, and presto**—it opens! Hide-A-Bed's folding mechanism is so scientifically counterbalanced it almost opens and closes itself! Just compare it with any other sofa bed, and you'll see what we mean. And look! Your Hide-A-Bed is so cleverly designed, you can leave bedding in place, fold it away all ready made up!



**At night—what a bed!** You sleep on that truly comfortable Simmons inner-spring mattress! No other sofa bed but Hide-A-Bed has it. No other sofa bed has Hide-A-Bed's *all-steel* frame that *never* twists or warps! See it! Prices from \$189.50 to \$299.00, depending on fabric, style, and the mattress you select. Budget terms. Prices slightly higher West of the Rockies.

## A STYLE FOR EVERY TYPE OF ROOM



Lawson



Mayfair



Chippendale



Tuxedo

## Only SIMMONS makes HIDE-A-BED

Other Famous Simmons Quality Products: The Beautyrest Mattress, Electronic Blanket, Deepsleep Mattress, Ace Spring, Babybeauty Crib Mattress



## THE LOVABLE GIRL-OF-THE-MONTH

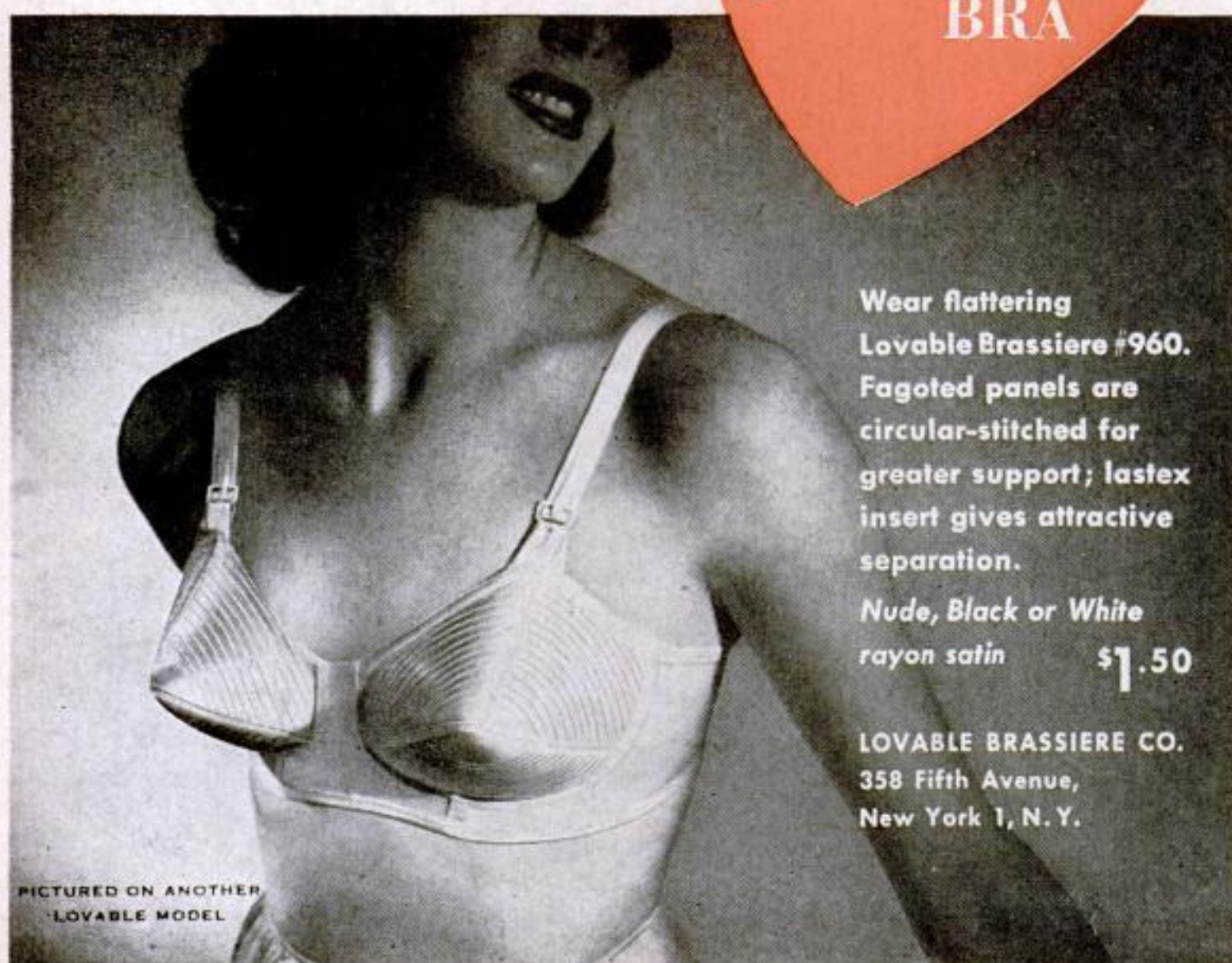
*loves her Lovable* BRA



MISS BEVERLY BURTON  
of St. Louis, Mo.

Dress by Martini Frocks

You'll be lovely, too, in a



Wear flattering  
Lovable Brassiere #960.  
Fagoted panels are  
circular-stitched for  
greater support; lastex  
insert gives attractive  
separation.

Nude, Black or White  
rayon satin \$1.50

LOVABLE BRASSIERE CO.  
358 Fifth Avenue,  
New York 1, N. Y.

PICTURED ON ANOTHER  
LOVABLE MODEL

## House-Moving CONTINUED



**BEFORE** the move the wide-eaved Blackburn house stands on an embankment beside Mariposa Avenue, squarely in path of the new Hollywood Freeway.



**DURING** the journey workmen ease the building down the embankment to the roadside. Roof has been removed for easier passage under overhead wires.



**AFTER** the move a delivery man, startled to find a new house on his route, chats with Mrs. Blackburn. Her housekeeping routine remained undisturbed.



# "Fashion Plate"

Cream Wafer

Face Make-Up by

**REVLON**



PHOTOGRAPH: RAWLINGS JEWELS: MILTON SCHREPPS  
HAT AND COAT: LILLY DACHÉ. ©PR. 1949, REVLOX PRODUCTS CORP.

IT'S GOING PLACES . . . in the smartest handbags! It's *designed* to keep the poreless-as-porcelain perfection of the "Fashion Plate" complexion . . . at your fingertips . . . always.



JUST FINGER-STROKE IT ON . . . Not a cake, "Fashion Plate" needs no water or sponge. It *ends* the old-fashioned, dry, mask-y look! Choose from exclusive fashion-genius colors.

The great new fashion in make-up! New vanity-case size 1.00 *plus tax*



# What makes a carpet exactly right for you?



**For just your style—at just your price—  
see your Bigelow dealer!**

That new carpet you're planning to buy—you know exactly what it should look like. Your mind's eye tells you exactly the color, the pattern, to touch your whole room with magic.

What are your chances of *finding* such a carpet? Near-perfect—when you go to your Bigelow dealer's!

There you'll find an Aladdin's garden of superb colors (see the clear, dramatic shades on this page) and a dream-come-true choice of patterns. Traditional designs, floral motifs, sculptured effects—designed by artists who know your tastes as if they were your brothers!

And since your dollars and sense tell you what you should pay—how nice to find a wide, wide choice of Bigelow Rugs and Carpets at every price range—from \$5.75 a sq. yd. up to \$17.95!

**Fog-grey carpet**, serene and cool-looking. Bigelow's *Beauvais* 1786, woven with shades of grey to give a sculptured effect. Around \$9.25\* a sq. yd. Building up a grey-green-red theme—walls, upholstery, room-accent.

**Modern-leaf carpet**, suggesting the shades used in the scheme of decoration. Bigelow's *Fervak* 9402, a superb and eye-opening value for around \$6.95\* a sq. yd.

**Billiard-green carpet**, textured like a clipped lawn. Bigelow's *Glentwist* 94921, treated with Bigelow's own "Permaset" process so that the twist remains set all the carpet's long life. Around \$10.50\* a sq. yd. Notice the use of grey and dark red for contrast.







**For year-after-year pride in your carpet—  
see your Bigelow dealer!**

When you choose your Bigelow Carpet, and see it newly laid—you're looking at loveliness that will still be there after many a calendar's been thrown away!

Every Bigelow Rug and Carpet is made of choice imported wools—*blended* to contribute the best of richness, softness, wear. These wools begin life "lively"—with a springiness that's like stepping on a summer lawn. (Lift your foot—the wool springs back like grass blades.)

Special controls, developed by Bigelow, *keep* the wool lively from fleece to floor. Fast dyes hold colors clear and true.

Visit your Bigelow dealer—and see what *beautiful* buys Bigelow Rugs and Carpets are. Years from now, you'll be saying what *smart* buys!

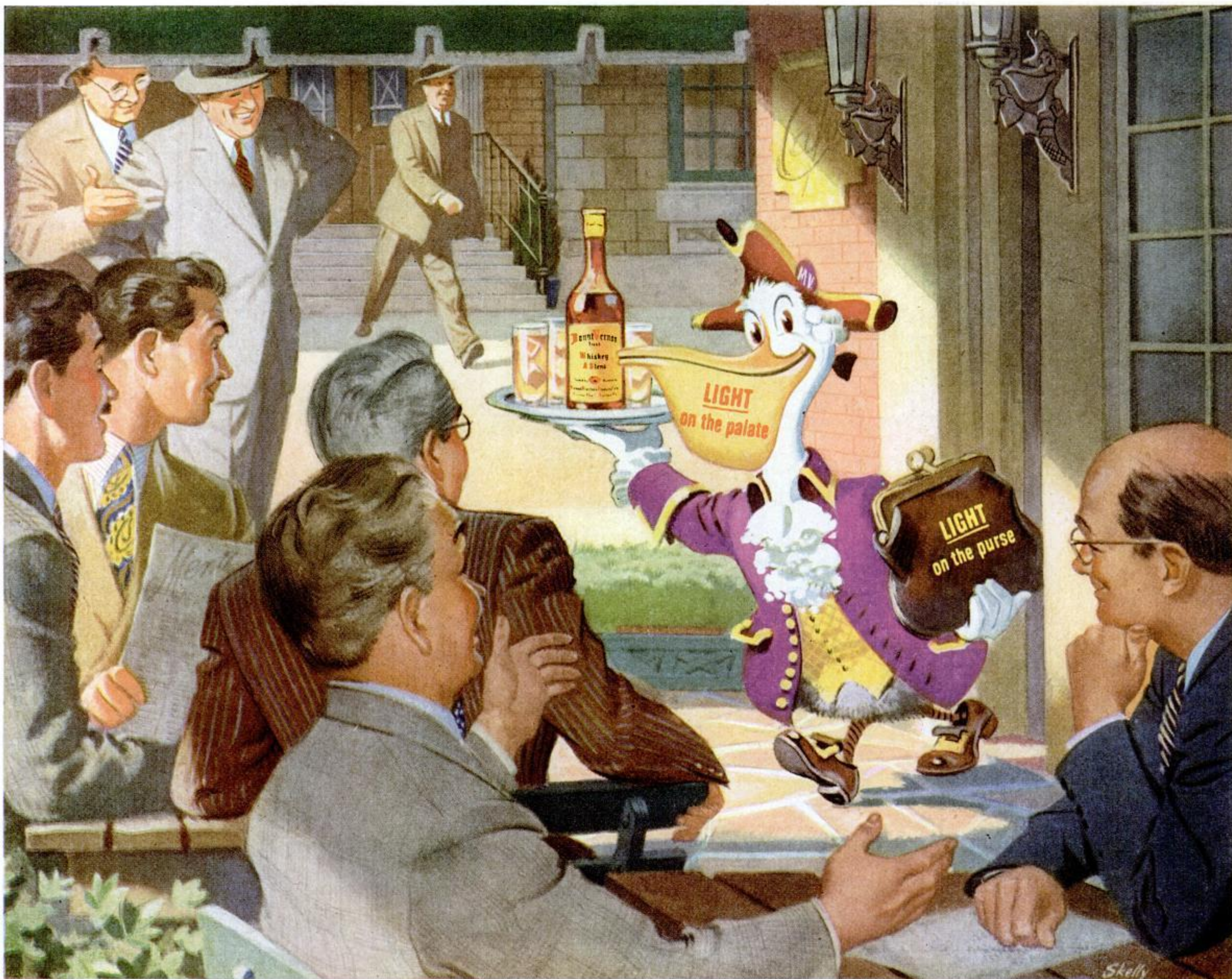
**Cardinal-red carpet**—rich and dramatic. Bigelow's deep-textured Sonata 2103-3541, in one of the many fashion-leading colors available. Around \$17.75\* a sq. yd. Slightly higher in the West. For name of your local Bigelow dealer, call Western Union by number. Ask for operator 25.



## Bigelow Rugs and Carpets

*Beauty you can see . . . quality you can trust  
since 1825*





## Downright welcome... for a double reason!

It's welcomed by the warmest of smiles  
wherever and whenever serving time comes around  
— Mount Vernon, of course.

For this world-famous brand is now blended  
to please the most discriminating taste. Not a  
rye—not a bourbon, but a subtle blend.  
The cheeriest of combinations—a truly light  
flavor and a truly low price!

Mount Vernon's light, delicious taste and  
sensibly low price are just what  
you've been waiting for!



86 Proof—72½% Grain Neutral Spirits. National Distillers Products Corporation, New York, N.Y.





**SALES TALK** of Joan Donahue, a new Fuller salesgirl, gets off to slow start as she shows customer pictures of cosmetics (*upper left*). But she warms up, gets customer

to smell bottle of lotion, even smears some on own face (*bottom, left*). When customer buys lotion, Joan writes order (*bottom, center*), then starts again, this time with cold cream.

# FULLER BRUSH GIRLS

**Women use a supersalesman's old tricks to peddle some new cosmetics**

Having in the past 40 years established its Fuller Brush man as a national institution, the Fuller company is now creating a Fuller Brush girl. She does not, however, sell brushes. Instead she sells cosmetics, a brand-new line which the company has taken on.

The girls are called Fullerettes and though their wares are different their tricks are the ones which have made the Fuller Brush man the apotheosis

of the American door-to-door salesman. The girls have perfected the difficult techniques of wedging a polite foot in a barely open doorway, flattering the housewife and then scattering samples all over the floor. They even have their own but more glamorous version of the small but useful brush which the brush men give away free as a come-on. Every prospective cosmetics customer, whether she buys anything or not, is given a free lipstick.



**ON FIRST CALL** Joan (*left*) and another sales girl are helped by Fuller Brush man, an old hand at selling.



IT'S A  
**DAN RIVER**  
FABRIC



No wonder so much of  
Dan River's plaid cotton,  
Starspun, attends school  
each year! It's bright, and  
it behaves so well in a  
washtub—is color-fast,  
pre-shrunk.\*  
Dan River Mills, Inc.

\*Residual shrinkage less than 3%

Dress by H. Linsk. Sizes 7 to 12. About \$6 at  
John Wanamaker, New York; Gimbel Brothers,  
Philadelphia; The Rollman & Sons Company,  
Cincinnati; Ernst Kern Co., Detroit; Kaufmann's,  
Pittsburgh.

## Fuller Brush Girls CONTINUED



**HUNTING CUSTOMER**, Fullerette Joan Donahue peers through screen door. Girls work on commission, and experienced ones average \$2 an hour. They pay \$9.50 for shoulder bag of samples and 2¢ for each free lipstick they give away.



**FOOT IN DOOR**, Joan gives standard greeting, "Good morning, I'm your new Fullerette." From then on sales talk is her own. Girls have trouble with many customers who want to buy the sample case as a handbag, ignoring cosmetics.



**Saga**

Only \$16.50  
fed. tax incl.

Saga E-21—entirely new  
all-American made watch with  
"Time Reserve." See it soon  
at leading jewelry stores  
throughout the country.

The World's Largest Manufacturer  
of Wrist Watches

**US  
TIME  
CORPORATION**

*there's magic...*  
**in air-o-magics**

Pure wizardry! . . . the  
streamlined styling and smooth,  
smooth comfort that  
AIR-O-MAGIC's exclusive con-  
struction features give you.  
No breaking-in. Get yours today!

the **MOST** shoe  
for your money!

STYLE  
F6025



SOFT AS A MATTRESS... JUST AS RESTFUL

Hand-moulded insole, cannot crack or curl  
Air-cushioned shock-proof heel and instep  
One piece Cork Cushion for foot comfort

**air-o-magic shoes**  
WITH PATENTED HAND-MOULDED INSOLES

AIR-O-MAGIC SHOES, Dept. K, Marion, Indiana





**HURRY!  
HURRY!**

**QUAKER OATS**  
THE GIANT OF THE CEREALS  
OFFERS YOU THIS GIANT VALUE!

BEAUTIFUL, NEW  
HEAVY-GAUGE ALUMINUM

**DOUBLE  
BOILER**

FOR **\$1.25**  
ONLY

AND ONE QUAKER OR  
MOTHER'S OATS TRADEMARK

This big offer celebrates  
the 35th Anniversary of  
America's first alumi-  
numware premium offer  
made by The Quaker Oats  
Company 35 years ago!

Normal Value \$2.50  
YOU SAVE \$1.25



... And that's enough to buy another of these fine-  
quality, useful aluminum Double Boilers as a gift!

So get Quaker Oats (or Mother's Oats) now—the  
GIANT of the cereals! Remember—because so few  
children get the kind of breakfast they need, doctors  
say *the more often youngsters eat a good oatmeal break-  
fast, the better they grow!*

Send only \$1.25 plus one Quaker Oats trademark  
(or Mother's Oats trademark) for each Double Boiler  
you want.

And HURRY! This offer will not be repeated in  
this magazine! Offer closes up tight at midnight,  
October 15, 1948!

**Helps You to be a  
BETTER HOMEMAKER!**



Use it every morning in mak-  
ing your family's *nutritious*  
QUAKER OATS breakfast!



Use it to make delicious  
puddings! Adds flavor  
because it *heats evenly!*



Use it for making lus-  
cious chocolate icings!  
*No sticking to the pan!*



Use it for the impor-  
tant job of preparing  
Baby's food correctly!

**A Really Fine-Quality Utensil  
with All These Modern Features!**

- ✓ Made of heavy, extra-hard, long-lasting aluminum!
- ✓ Beautifully polished, and beautifully streamlined.
- ✓ Wide quick-heat bottom!
- ✓ Cover fits both top and bottom. Each section can be used as separate sauce pan!
- ✓ Heavy, 18-gauge bottom section has big 2-quart capacity ...Inset is 1½ quarts!

Quaker and  
Mother's Oats  
are the same



**Mail This Order Blank Today!**  
DOUBLE BOILER, Lock Box 6166, Chicago 77, Illinois

Please send me \_\_\_\_\_ Double Boiler (s). I am enclosing \$1.25  
and one Quaker Oats trademark (small "Quaker Man" from  
back of package) or one Mother's Oats trademark (picture of  
mother and child) for each Double Boiler I order. Offer limited  
to continental United States only.

Name \_\_\_\_\_

Address \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_

OFFER GOOD ONLY WHILE LIMITED SUPPLIES LAST!





WINSTON CHURCHILL PETS A WINNING HORSE AT THE ANNUAL SHOW OF KENT AGRICULTURAL SOCIETY, WHERE FORMER PRIME MINISTER WAS GUEST OF HONOR





**THE ONI OF IFE**, otherwise known as the Hon. Oba Aderemi, who is spiritual ruler of 3,200,000 Yoruba tribesmen in Nigeria, greets the Churchills. The Oni was in Britain to speed up British projects for African colonial development.

## CHURCHILL AT THE FAIR

He and his wife attend Kent County farm show

Winston Churchill is, among other things, the most distinguished resident of Kent in southern England. His home, Chartwell, is in Kent, where he owns several farms, and he is Lord Warden of the Cinque Ports, which by old tradition makes him responsible for defense of the Kentish coast. On a recent summer day Mr. and Mrs. Churchill attended the nineteenth Kent County Agricultural Show, an occasion much like county fairs in the U.S. Mr. Churchill made a speech, looked over prize animals (*opposite*), met another visiting dignitary (*above*) and with Mrs. Churchill toured the fruit and vegetable stalls (*below*).

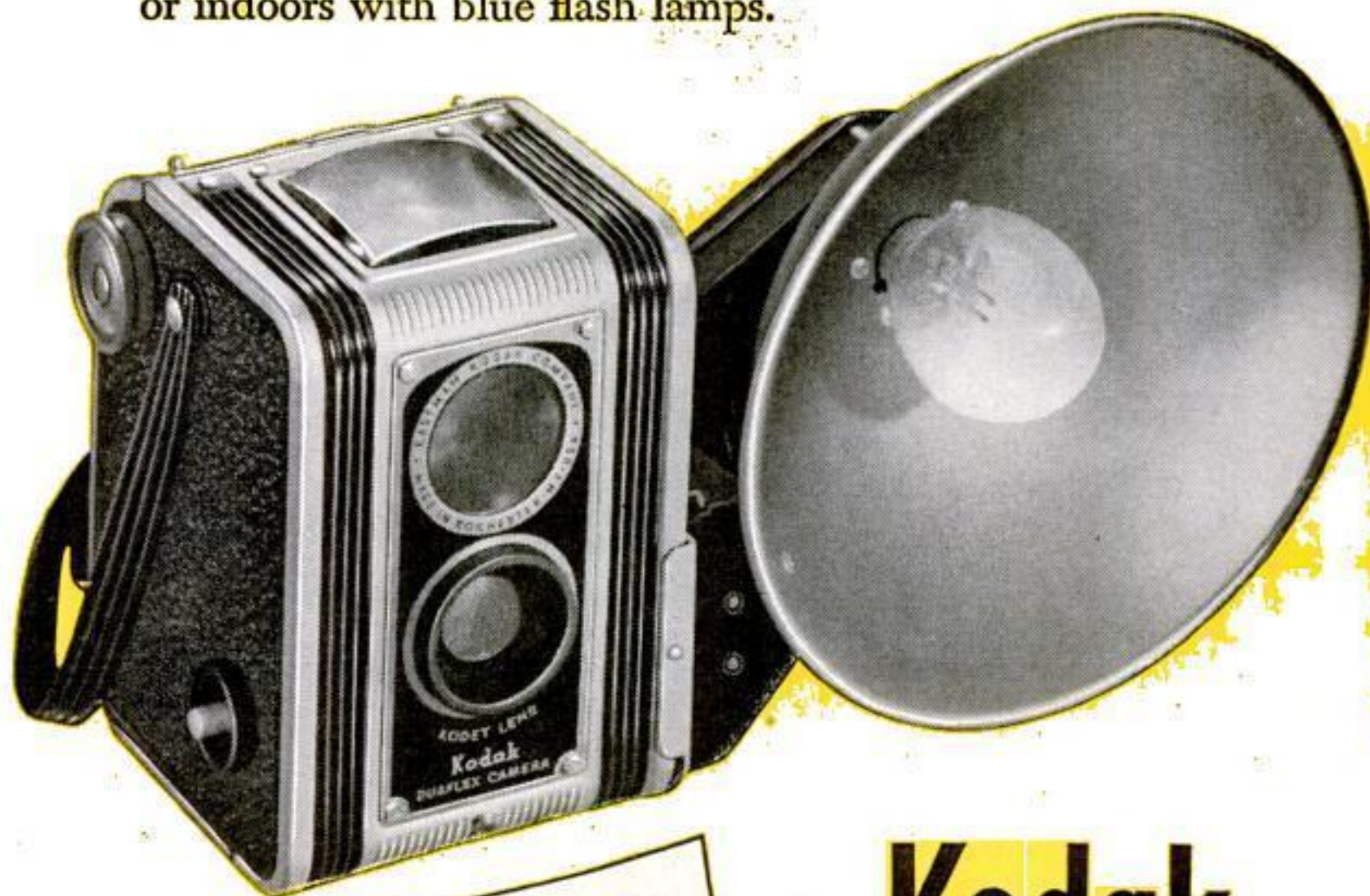


MRS. CHURCHILL INSPECTS CHERRIES AND WINSTON TESTS BY TASTE

## Everybody's "good" with this new-type Reflex Camera

The large, brilliant finder shows you your pictures, good and big, bright and clear in every detail, before you snap . . . easy to get everything just right.

You get snapshots as big as with the most expensive reflex camera. Splendid black-and-white ones outdoors and—with accessory Flashholder—indoors as well . . . day or night. Full-color snaps, too, in direct sunlight or indoors with blue flash lamps.



## Kodak Duaflex Camera



Black-and-white pictures, 12 per roll, are 2½ x 2½ (low-cost oversize prints, 3½ x 3½); Kodacolor snaps, 9 per roll, are 2½ x 2½.



Operates as simply and surely as the familiar Brownie camera. Has a fixed-focus lens—so with no need to adjust for distance, you get nice sharp pictures from 6 feet to infinity. Unquestionably today's outstanding camera buy. Complete with protective shield and handy neck strap, \$11.75 plus tax; Kodak Flashholder, \$2.50 plus tax . . . At your favorite Kodak dealer's.

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

(Prices subject to change without notice)

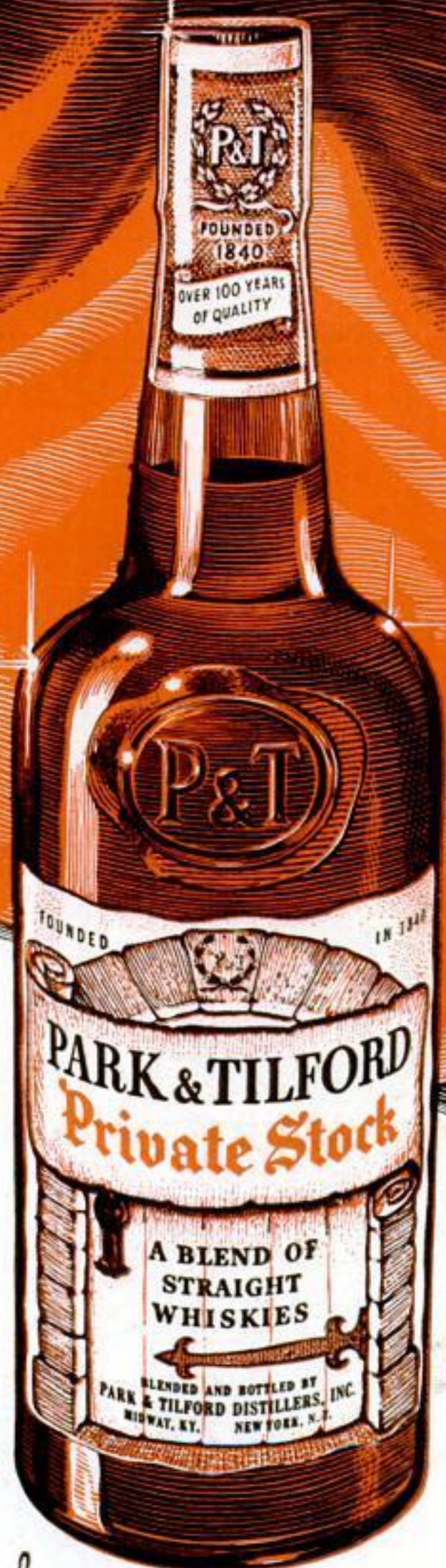
"Kodak" is a trade-mark

Kodak



# PARK & TILFORD Private Stock

Rare  
as a jewel  
in quality



- from the  
treasured stocks  
of a Century-Old House

Park & Tilford "Private Stock" is a luxury-blend of rare straight whiskies. It is *all* whiskey. Its mellow richness of taste is without peer. That is why it is the largest selling whiskey of its type in America.

*America's Luxury Whiskey*

PARK & TILFORD DISTILLERS, INC., NEW YORK • A BLEND OF STRAIGHT WHISKIES • 86 PROOF



## OBVIOUSLY A BIG SHOT

In various parts of Europe last week the commanding military figure above was getting a great deal of respect from soldiers, civilians and police alike. Nobody had ever seen a uniform quite like the one he wore—smoky blue with gold stripes that blinded the eyes—but obviously he was a Very Important Person, to be saluted at every move. It turned out that he was just Sam Keener, civilian, an Ohio steel man who was piloting his own plane around Europe and designed his own uniform after being kicked around by customs officials and airport guards.





Now at your favorite fabric counter!  
They're thrifty...under \$1.50 a yard.



Simplicity Pattern #2523

# COHAMA\* CLAN PLAIDS

*in Rayon!*

- Hand-washable
- Crush-resistant
- Pre-shrunk
- Seam-tested

COHAMA\* *fabrics*  
A division of United Merchants and Manufacturers Inc.



Many new colorful  
Scotch-American variations

\*Reg. U. S. Pat. Off.





**R. W. WELLS, office manager, Richmond, Va.:** "I've driven thousands of miles since I switched to Super-Cushions, and I can tell you they improve the riding qualities of your car tremendously. And I know that the reduction of vibration will mean a great saving on maintenance costs in the life of any car. Also, Super-Cushions hug the road so well that it's safer to drive on turns or at higher speeds."



**MRS. S. C. MCELHANEY, housewife, Phoenix, Ariz.:** "Our new car came equipped with Super-Cushions, and it's a new type of driving to me. I paint as a hobby, and often drive over the desert completely off the road. That's when these soft tires are most noticeable—the ride is smooth even over rocks and dry washes! And on the highway, your car stops so easily and quickly that you feel ever so much safer."

### Conventional Tire



Ordinary ride

### Super-Cushion



New softer ride

**Softer Ride!** The Super-Cushion is bigger and softer. *It runs on only 24 pounds of air!* It soaks up road shock, jolts, jars, and vibrations. This means you get a wonderfully smoother, *softer* ride. It also means less wear on your car, fewer rattles, fewer repair bills!

### Conventional Tire



Regular-size "footprint"  
-ordinary traction

### Super-Cushion



Bigger "footprint"  
New greater traction

**Remarkable Safety!** The Super-Cushion has a larger contact area with the road. So you get a new ease and stability in car handling. Your car seems to *hug* the road, to *flow* through traffic, to *float* around curves. And you get quicker, safer stops—in all kinds of weather!

Super-Cushion T. M.—The Goodyear Tire & Rubber Company

# The new Super cushion



# It'll make a surprising difference in your car too!

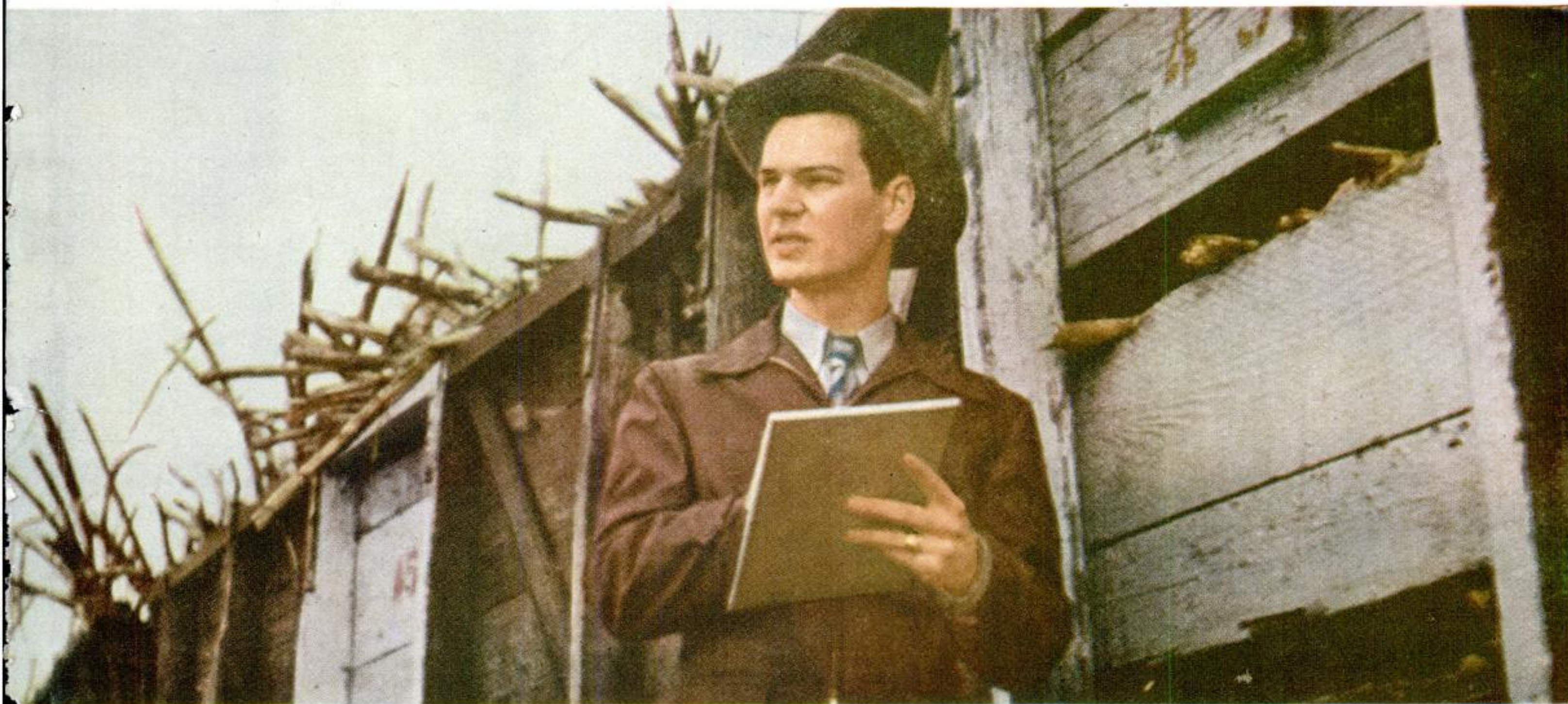
FIRST NEW KIND OF TIRE IN 15 YEARS WILL FIT YOUR  
PRESENT WHEELS AND MODERNIZE YOUR CAR—  
LET THESE MOTORISTS TELL YOU HOW!



**More Mileage!** Super-Cushions will not only modernize your car's road performance—they also consistently average more mileage than the best standard tires! They'll fit the wheels on your present car—so see your Goodyear dealer NOW!



MILLIONS OF SUPER-CUSHIONS ARE NOW IN USE ON NEW AND OLDER CARS!



**A. MONTZ, JR., farmer, La Place, La.:** "My car is a 1939 model. I've had Super-Cushions on it ever since last year, and they certainly have made a great improvement in the way it rides and handles. Even on rough wash-

board roads, it rides smoothly, and most of the rattles have been taken out of the car. Steering is easier on the highway, too, because these Super-Cushions don't bounce over bumps."

THE GREATEST NAME

IN RUBBER

*m* by **GOODYEAR**





"HI, HAYHEAD!"...that was the way Don greeted me the night of the hayride party. And that was the last straw! I made up my mind *then* to do something about my dull-looking, unmanageable hair.



**HOPEFULLY** . . . I consulted the smartest hairdresser in town. "Let me give you a Lustre-Creme shampoo," he said. "It's not a soap, not a liquid, but a dainty new, rich-lathering *cream* shampoo, created by Kay Daumit, cosmetic genius, to *glamorize* hair." And sure enough, soon I saw a lovelier me, hair gleaming, soft, beautifully groomed.



**"USE IT AT HOME,"** the hairdresser urged. "Lustre-Creme Shampoo leaves hair with three-way loveliness: (1) Leaves it fragrantly clean...free of loose dandruff; (2) highlights every strand with a lovely glistening sheen; (3) leaves your hair soft, easy to manage. And here's why: Lustre-Creme's instant billowy lather is a rare blend of secret ingredients—plus gentle lanolin, akin to the natural oils in a healthy scalp."

# From Hayride to Honeymoon

...the story of a  
**"LUSTRE-CREME"**  
Newly-wed



**"FORGIVE ME, GOLDBLOCKS"** . . . Don begged, next time we met at a House Dance. "Must have been dark the other night. Didn't know you were *so lovely*. Your hair—gosh!" And it *was* nice, with its Lustre-Creme sheen, and silken softness. "Darling," Don whispered, his lips brushing my tresses, "you are a dream girl...my dream girl!"



**OUR HONEYMOON** . . . was in Don's new convertible (nicknamed "Haywagon" to remind us of our first meeting—so unhappy then—but so happy now!). What if Don hadn't called me "Hayhead"? What if I hadn't found Lustre-Creme Shampoo, to bring out my hair's crowning glory? (Don also uses Lustre-Creme to keep his own hair handsome and well groomed.)



For  
Soft, Gleaming  
Glamorous Hair

**YOU, TOO** . . . can have soft, gleaming, glamorous hair with Lustre-Creme Shampoo. Lathers lavishly in hard or soft water. (*No special rinse needed.*) A single Lustre-Creme shampoo will amaze you with its "three-way loveliness" results. Your hair is sweetly clean; gorgeous in its sheen; soft, easy to manage, lovely to caress. Try it! Now Lustre-Creme comes in tubes as well as jars . . . for home and travel use, convenient for all members of the family. 4-oz. jar, \$1.00. Smaller sizes in jars or tubes . . . 49¢ and 25¢. At all cosmetic counters.

Kay Daumit, Inc. (Successor)  
919 N. Michigan Avenue, Chicago, Ill.

Whether you prefer the TUBE or the JAR,  
you'll prefer LUSTRE-CREME SHAMPOO





FULLER MAUSOLEUM IN PERRYOPOLIS, ACCORDING TO WILL OF MRS. FRAZIER WHO IS ENTOMBED THERE, IS GUARDED BY WATCHMAN WHO LIVES IN TRAILER AT LEFT

## PERRYOPOLIS' INHERITANCE

**A widow whom no one remembered leaves a fortune to a surprised little Pennsylvania town of 1,500**

According to local legend Perryopolis, Pa. was laid out in circular form (right) by George Washington to be the future capital of the U.S. Washington, who owned the land on which Perryopolis stands, must have changed his plans. Perryopolis grew into a small coal-mining town and even its mines petered out. But last month Perryopolis' luck took a better turn.

Mary Fuller Frazier, whom almost no one in Perryopolis had ever seen, died in New York City at 83 and left the town her fortune to be used for civic improvements. First rapturous estimates set the inheritance at \$10 million to \$20 million. Even when pared down by reality to \$1,400,000 it was a pleasant sum for a town of 1,500. Perryopolis began to recall Mary Fuller as a kindly, if eccentric, member of the meat-packing and mining Fullers, once the town's first family. She had left her native city in the 1880s and, except for one brief visit, never returned until her interment in the family mausoleum (above). But she named a local banker (next page) to recommend needed city improvements. Perryopolis began getting up a list: street lights first, for it now has only one; a new sewer system, since half the town uses septic tanks; road repairs and, if the money holds out, a small stadium, library and hospital. Said one awed Perryopolitan, "We got a new water supply in May, a new fire truck in July—and now this! Golly!"



WASHINGTON CIRCLE, which the townspeople for no discernible reason stubbornly call "the diamond," is the heart of Perryopolis and contains its one street light.



AL SCHACHT,  
The  
"Clown  
Prince"  
of  
Baseball



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I'm not clowning when I say  
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Cordially,  
Al Schacht



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## Perryopolis' Inheritance CONTINUED



**HISTORIC MARKER** stands near Perryopolis' grade (left) and high schools, which may get domestic-science and trade-school equipment from inheritance.



**ATHLETIC FIELD** where "Commodores" play (town was named after Commodore Oliver Perry) has no bleachers. Many prefer new stadium over a library.



**LEADING CITIZENS** who will help administer inheritance include Howard Adams (far left), bank vice president who was Mrs. Frazier's financial adviser.



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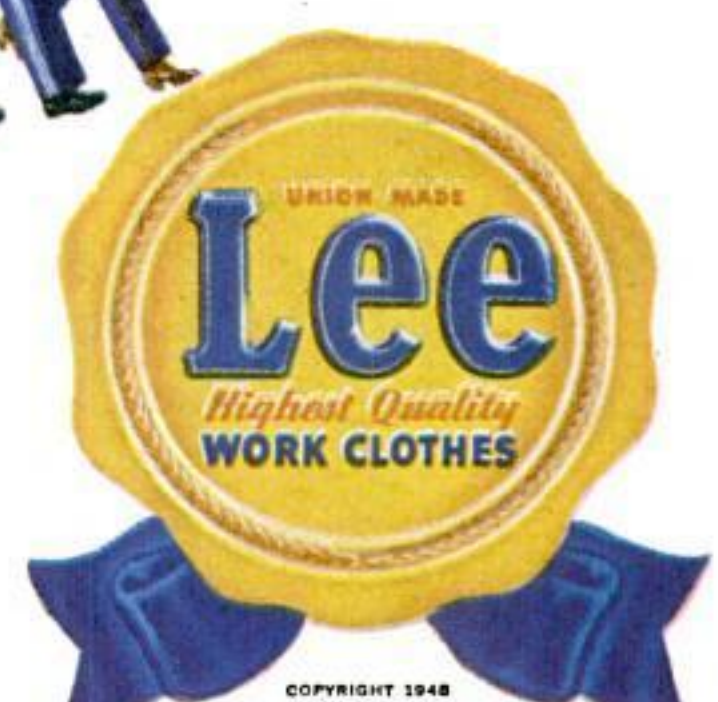


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with the  
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HOLIDAY



# 18<sup>th</sup> Century England

In an era of elegance and empire, Britain established traditions of political freedom which she handed on to the colonies she lost

THIS IS THE NINTH IN LIFE'S SERIES ON  
THE HISTORY OF WESTERN CULTURE

**R**ICH young William Beckford put down the book he had been reading, a tome on the new deist religion, and scribbled gaily in the margin, "Hurrah! no Hell." To Beckford, who typified the more fortunate Englishman of the 18th Century, the news removed the one dark cloud, the one discordant element, from his universe. Everything else—everything in this world—was very solid and harmonious and handsome, and very much of a piece. Nor is it difficult for us to see what he meant; for though Beckford's England has been dead for a century and a half, it stares out at us a dozen times a day—in the architecture of houses, the furniture of rooms, the prints on people's walls, the plates on their dinner tables. It is the chief glory of many museums, the first prize at many fancy-dress balls; while a single grandee of the period, Lord Chesterfield, has conferred his name on a code of manners, a style of sofa and a brand of cigarettes.

Eighteenth Century England is still scattered all about us because, to an extent equalled by few other eras, it signifies a way of life. Even before we think of it as the century when England became Great Britain, or when Great Britain lost the Thirteen Colonies, or launched the Industrial Revolution, or fully achieved parliamentary government—even before 18th Century England suggests any of these momentous facts, it evokes a scene, it suggests an age when men strove to be reasonable, and when life was leisurely and things had elegance. It was the last stop before the modern world was reached;

the last time that 100 years did not alter the picture of civilized life almost beyond recognition. In its prevailing mode 18th Century England has about it an ordered sense of movement, something between a march and a minuet; it has equally about it an atmosphere of light—the reign of superstition was almost ending, and that of smoke had not yet begun.

It was less an era of growth than of superb consolidation. The previous era had seethed with violence; the coming one would boil with activity. England, between-times, grew rich as she grew restrained, and embossed common sense with style. The 17th Century had been sanguinary and bigoted and intense. For his insistence on the divine right of kings, Charles I in 1649 went magnificently to the block; while to be rid of divine right England had to submit to the dictatorship of Cromwell and his Puritans. The Stuarts came back to the throne with Charles II in 1660. But Charles's brother, James II, not only believed in divine right; he was also too sympathetic to Catholicism, and in 1688 Protestant England made him go too. At his going something like the 17th Century went also; for spiritually 18th Century England begins with 1688, as it concludes with 1789. The year 1688 brought James's Protestant son-in-law and daughter, William and Mary, over from Holland to be king and queen of England. But it did more. Thanks in great part to its principal interpreter, the rational philosopher John Locke, it spread the doctrines of individual liberty and religious tolerance and produced a spirit of militant common sense.

TEXT CONTINUED ON PAGE 114    PICTURES ON NEXT 17 PAGES

## FACTS ABOUT 18<sup>th</sup> CENTURY ENGLAND

**POPULATION**—(including Scotland and Wales) 6,000,000 at the beginning of the century, 10,000,000 at the end (present-day population: 47,000,000).

**RULERS**—1688–1702: William and Mary of Orange, who had come to the throne in 1688 when James II, son of beheaded Charles I and brother of Charles II, was ousted; 1702–14: Anne, Mary's sister, who died leaving no living child; 1714–27: George I, Elector of Hanover, great-grandson of James I; 1727–60: George II; 1760–1820: George III.

**WARS**—1702–13: War of the Spanish Succession against France and Spain, won largely through the Duke of Marlborough's military genius, added New-

foundland, Nova Scotia, Hudson Bay Territory, Gibraltar to the empire; 1740–48: War of Austrian Succession against France; 1756–63: Seven Years' War against France (French and Indian War), added to empire Canada and French territory east of the Mississippi; 1757–61: Indian wars, led by Clive, added India to Empire; 1776–83: War of American Independence, lost the 13 colonies.

**POLITICS**—The Whig party, largely representing merchants and moneyed interests, was dominant most of the century. Robert Walpole, great cabinet leader, was in power from 1721 to 1742. William Pitt, Earl of Chatham, was leader from 1757 to 1761. Lord North, a Tory, was prime minister from 1770

to 1782. The Whigs returned with William Pitt, Chatham's son, who became prime minister in 1783 at the age of 24, served past the end of the century.

**INDUSTRY**—England, which became rich through trade and shipping, also became the world's most important industrial nation, manufacturing woolen and cotton cloth, pottery, iron goods. In great part this was due to English enterprise, notably in textile-making. In 1738 John Kay invented the flying shuttle, which doubled weaving speed. Around 1764 James Hargreaves invented the spinning jenny, which spun eight threads at once. In 1769 Richard Arkwright improved the jenny and in 1785 Edmund Cartwright invented a power loom. In 1769 James Watt patented his steam engine.

THOMAS GAINSBOROUGH displayed in his art the order and elegance which the 18th Century prized. On the opposite page is his portrait of a high lady, bedecked in pearls and plumes, *The Honorable Mrs. Graham*. →





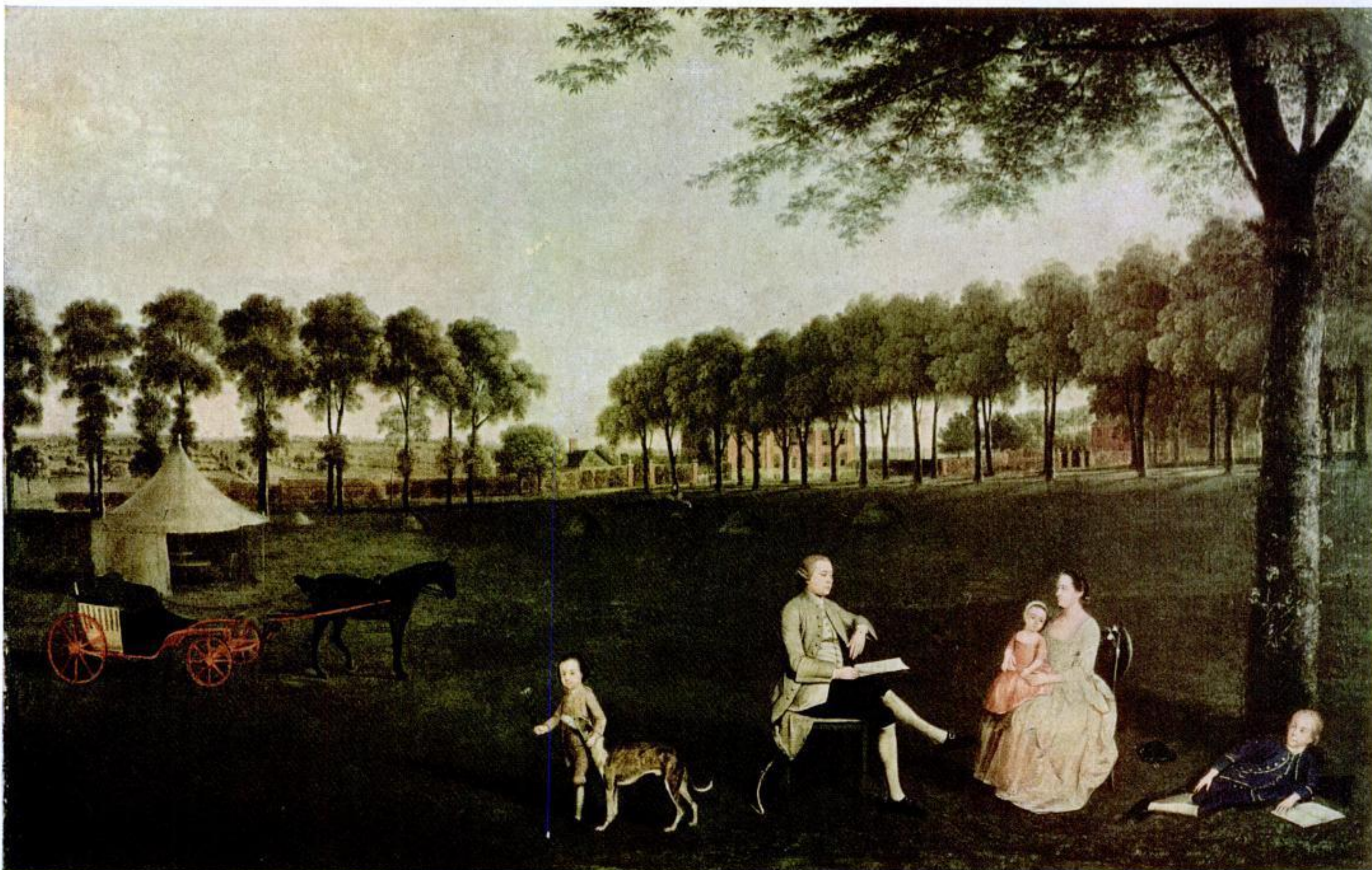


## 18th Century England CONTINUED



**THE WEDGWOOD FAMILY**, the great makers of pottery and chinaware, posed for Artist George Stubbs in a little grove near Etruria Hall, their country estate in Staffordshire. Josiah Wedgwood sits at the right next to

Sarah, his wife, with a piece of his already famous Black Basalt ware at his elbow. Four of the Wedgwood children are mounted on their sleekly groomed ponies. At left are the three youngest girls and a baby carriage.



**A NOBLEMAN'S FAMILY** take their leisure under a tree on their estate. Behind them at the end of the avenues of formally planted trees is the comfortable manor house. At left is a small summer pavilion where the

family gathers for tea on pleasant afternoons. Before it stands a light carriage. This delicate conversation piece by Joseph Francis Nollekens, now on loan to the Art Institute of Chicago, is called *Family in a Park*.





A COLONIAL FAMILY, the Auriols, painted by John Zoffany, did not give up their familiar English country life even when transported to India. Here they have tea undisturbed by their exotic servants and surroundings.

# The Country Gentry

Society was centered in the great estates

Neither dowdy Queen Anne, who ruled England until 1714, nor fat German George I, who succeeded her, cared much for court life. So society revolved around the country estates and the 18th Century became the great era of the English country house. In their enormous homes on their huge landholdings, the nobility and gentry spent most of their time. They rode to hounds, talked politics, farmed, watched over the tenantry, drank copiously and ate too much. Once or twice a year, to break the pleasant monotony of their lives, they would pack up and go to spend a month or so at some friend's estate where there would be much hunting, dancing and gambling. To record this comfortable life they hired artists to do paintings (*shown on these pages*) called "conversation pieces."



AFTERNOON PARTY usually called an assembly was a favorite means of country entertainment. Guests stood about, chatted and played

card games like quadrille. This is an assembly at Wanstead House, the country seat of wealthy Sir Richard Child, painted by William Hogarth.

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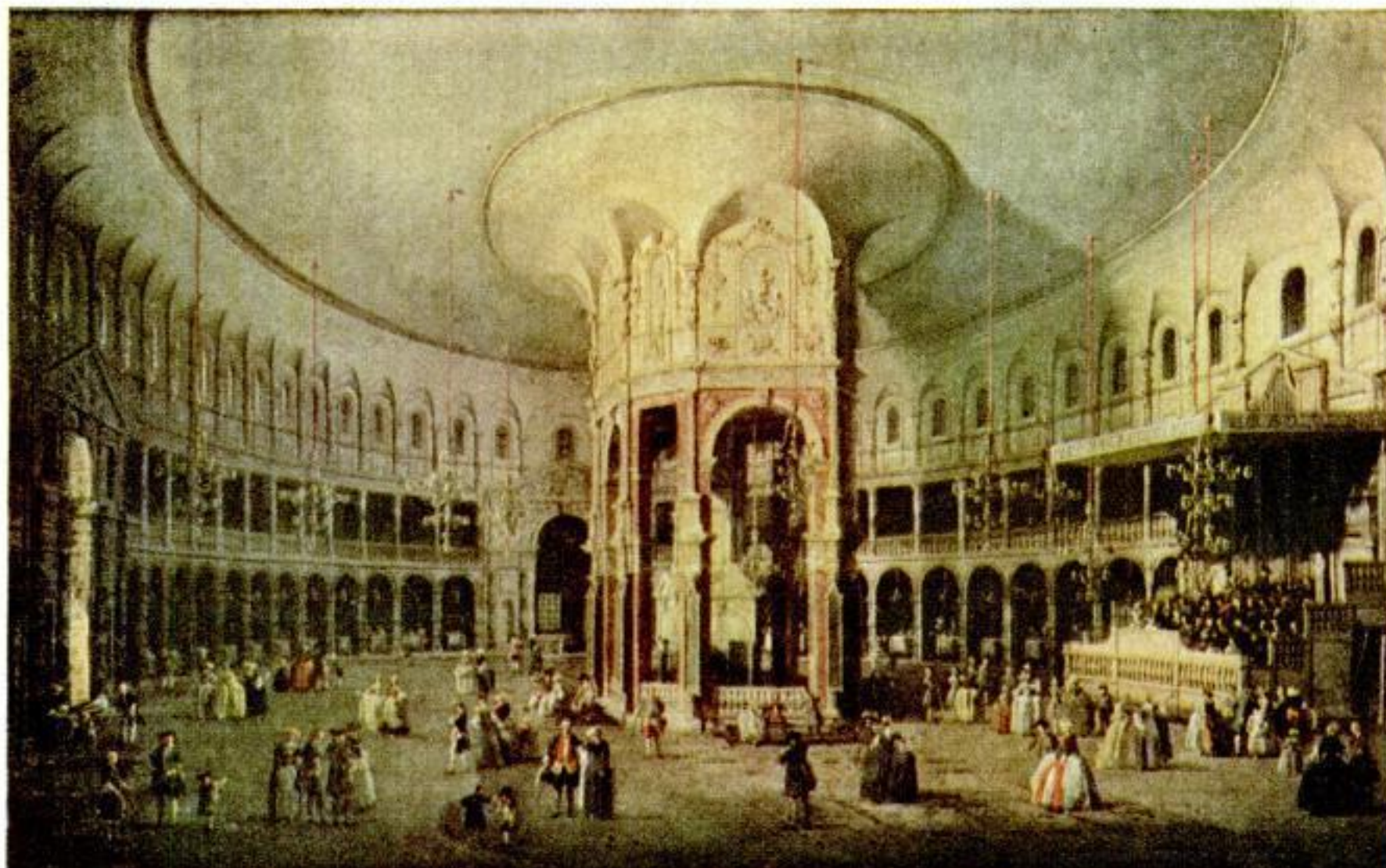
**THE MALL**, a  $\frac{3}{4}$ -mile-long promenade bordered by double rows of trees, was a place where every Londoner of fashion strolled casually with his lady, hoping to be seen and admired.

# London Town

## The great paraded on streets and river

For the people of quality London was the capital of the world. A tenth of England's people lived in it. There England's rarest goods were to be bought and its most fascinating sights to be seen—the lions in the Tower, the waxworks on Fleet Street, the artificial cascade at Vauxhall, the theater at Covent Garden, the maniacs at Bedlam. But the main thing was not so much to see as to be seen. Elegant gentlemen, perfumed ladies and powdered fops paraded themselves before the people in every public place, from the Mall (*above*) to Ranelagh Gardens (*below*), sipping tea, chatting and strolling round and round, as one observer said, "like asses in an olive mill."

The city itself was a boisterous, bawdy, deafening place. In its streets huge signboards creaked and clanked over the shopwindows, carriages clattered over the cobbles and hawkers shoved heavy barrows through the crowds. On the river, below London Bridge, stevedores and sailors bellowed as they unloaded goods from the empire—silks from India, furs from Canada, sugar from Barbados. Above the bridge small boats fought their way through the river traffic, amid shouts and curses from the bargees, while private pleasure craft took passengers back and forth from Cuper's Gardens to the river stairs at Vauxhall.



**THE ROTUNDA** in Ranelagh Gardens, a fabulous pleasure palace 555 feet in circumference, was heated in winter by a huge central fireplace. Londoners came to stroll, sip tea, listen to music.







**THE THAMES**, as seen from Richmond House in Whitehall, was painted by Canaletto. From the Duke of Richmond's terrace (*foreground*), his

guests watch two state barges on the river. Across a bend in the river is the City of London, dominated by the huge dome of St. Paul's Cathedral.





**THE GREAT RACE MEETING** at Warren Hill, Newmarket, was a favorite spectacle. In this section of John Wootton's painting, gentlemen



**IN A VILLAGE** squires and farmers play quoits. In this Rowlandson caricature a rustic prepares to throw, men drink beer, woman waves broom.

# The Rush

## King, commoner and squire

The long wet winter cooped Londoners in the city and kept the country squire and farmer bogged down or snowed in. So as soon as summer came, all Englishmen gave way to the national passion for outdoor sports and gatherings. On the shady village greens, squires and noblemen mixed with commoner folk for games of cricket and mugs of beer. In the meadows some rich and thousands of poor gathered to hear and argue the sober new religious doctrines of John Wesley, the Methodist who had to preach outdoors because most churches were barred to him. Almost everybody but the pious, pleasure-fearing Methodists





canter to meet the king, who has just arrived in a chaise (*right center*), and will sit in nearby royal chair. In foreground horses parade to start.

# Outdoors

## all turned out to play or pray

turned out for the great national horse races at Newmarket (*above*). From London, Colchester, Olney and Norwich they came, some riding in chaises, some in creaky traps; some dressed in laces, some in muddy jack boots. The horses they came to watch were among the world's best, descendants of the Turkish and Arab stallions which, imported to England, started the present Thoroughbred line. The Englishmen knew horses well and they bet fabulous sums on the races. Queen Anne, a racing fan herself, had started the practice of dipping into government funds for prizes, and some of the purses were as high as £3,000.



IN A MEADOW crowds gather to hear a disciple of John Wesley preach Methodist doctrine. Outdoor services converted thousands to Methodism.





**FINISHING SCHOOLS** were lampooned in painting by Burney. In center a young lady gets neck lengthened, other girls learn to dance and faint.

## Culture

The wealthy middle class went after it at home and abroad

Toward the end of the century a traveler with a statistical turn of mind told Gibbon, the famous historian, that 40,000 Englishmen, masters and servants, were living or touring on the Continent. Some, to be sure, were worldly gentlemen touring for pleasure or visiting friends abroad, but by far the greatest part of this army was made up of prosperous businessmen engaged in a colossal culture hunt, seeking worldliness to match their new riches. On the Continent they could drop in at the great galleries, mix with the nobility, be addressed by every innkeeper as "milord" and be cheerfully fleeced by almost every art dealer.

The sons of the culture-hungry merchants went off with their tutors on the "grand tour" of Paris, Venice and Florence. The daughters stayed home, where some of them went to ridiculous finishing schools (*above*) to learn to flutter like a lady and perhaps catch a nobleman's younger son. But for some 30 years the real center of wit and learning was the coffeehouse (*below*). Early in the century hundreds of them sprang up all over London to serve the popular new drink imported from Arabia. The coffeehouses became the regular hangouts of men like Swift and Addison and Gay. Any Englishman who could find room at their tables could take part in the best conversation of the day.

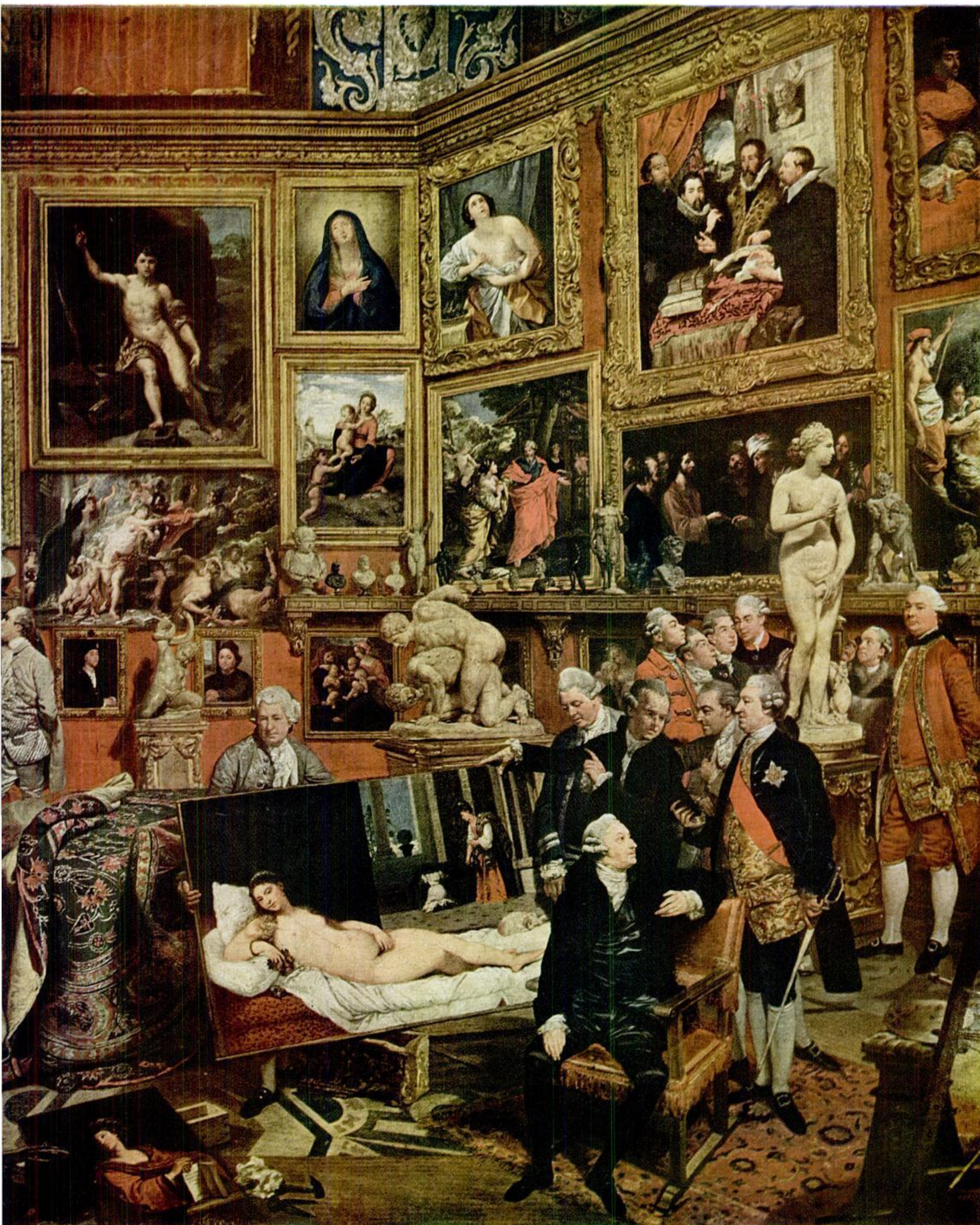


**COFFEEHOUSE** was the place where wits and scholars came to listen and be heard. Here, as gentlemen sit, talk and sip coffee, pots warm at hearth.



**ENGLISHMEN ABROAD** all stopped in at the famous Uffizi Gallery in Florence, and King George III commissioned Artist John Zoffany to go there and paint this picture called *The Tribuna*. Zoffany established himself in the 17th Century Tribuna room at the gallery, painted the great masters hanging on the wall as well as himself and the noted Englishmen





who came to visit the Uffizi. It took him two years, partly because he put new faces on his figures whenever a more celebrated gentleman arrived. In the group at left, Earl Cowper, Sir John Dick and the Earls of Plymouth and Dartmouth surround Zoffany, who is holding a Raphael Madonna which he bought and later sold to Cowper. At right the Honorable

Felton Hervey and Sir Horace Mann discuss Titian's *Reclining Venus*, while behind them gentlemen admire a nude statue. On wall in second row at extreme left hangs Raphael's famous *Madonna of the Chair*. Zoffany has littered foreground of his painting with an assortment of statues, busts and vases and, at extreme right, included his own palette and a part of his easel.

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# Empire

Soldiers and statesmen raised  
England's flag on six continents

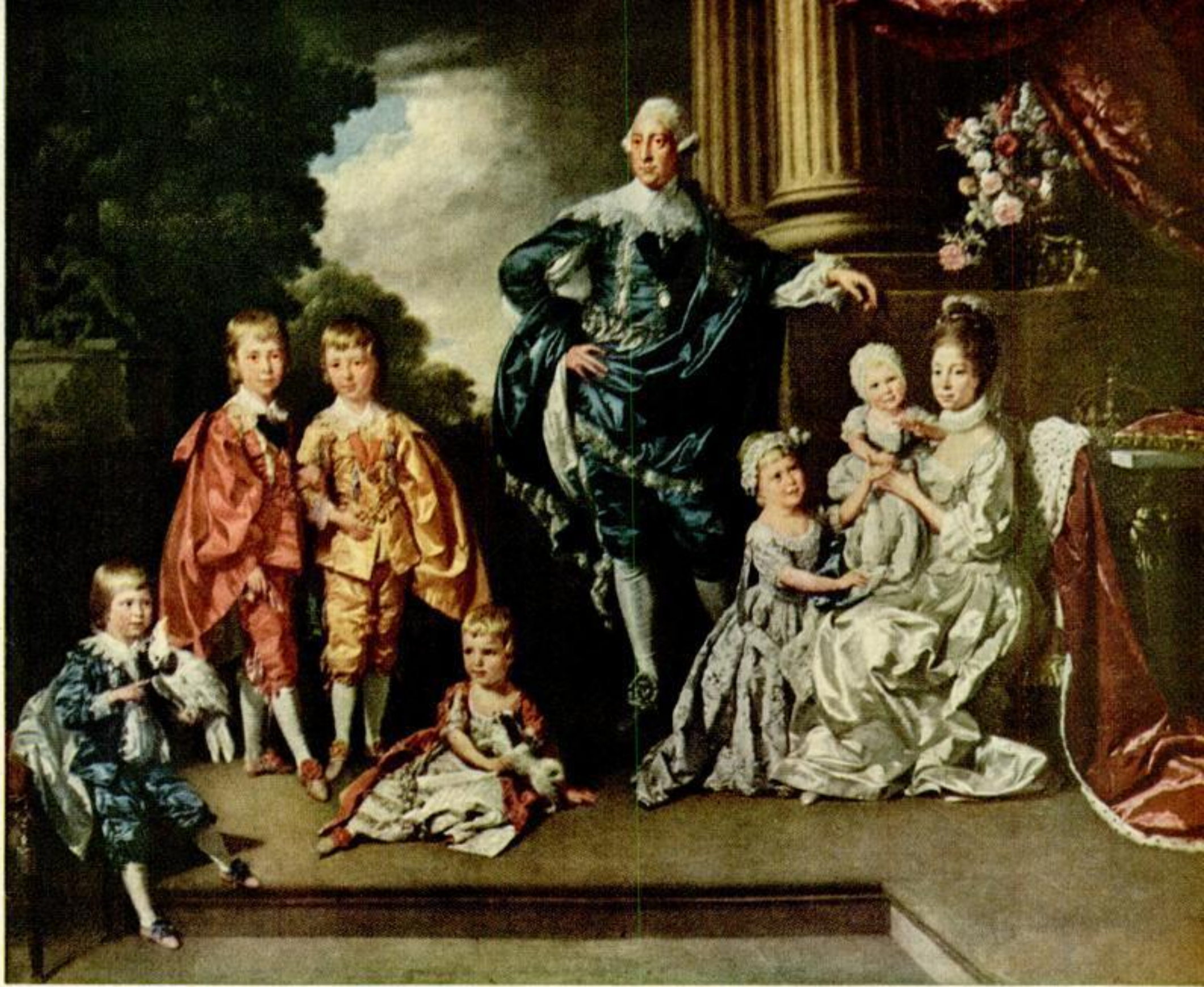
While her subjects prospered peacefully at home, Britain was making her armed might felt all over the globe. Her admirals on the oceans, her generals on the Continent, in India and in the New World built a colossal empire which reached a peak of power in 1763. She owed this great empire to soldiers like James Wolfe (*above*), whose troops stormed Quebec and drove the French out of Canada. She lost part of her empire through the stubbornness of George III (*upper right*) who egged Parliament on in its policy of bullying and interfering with the American colonies. She might have kept it intact a little longer, had she listened to the advice of her statesmen like William Pitt (*right*).





**GENERAL WOLFE DIES** (1759) in smoke of battle on the Plains of Abraham outside Quebec which his army, still attacking (*left*), is taking from the French under General Montcalm. At right rear is British fleet.

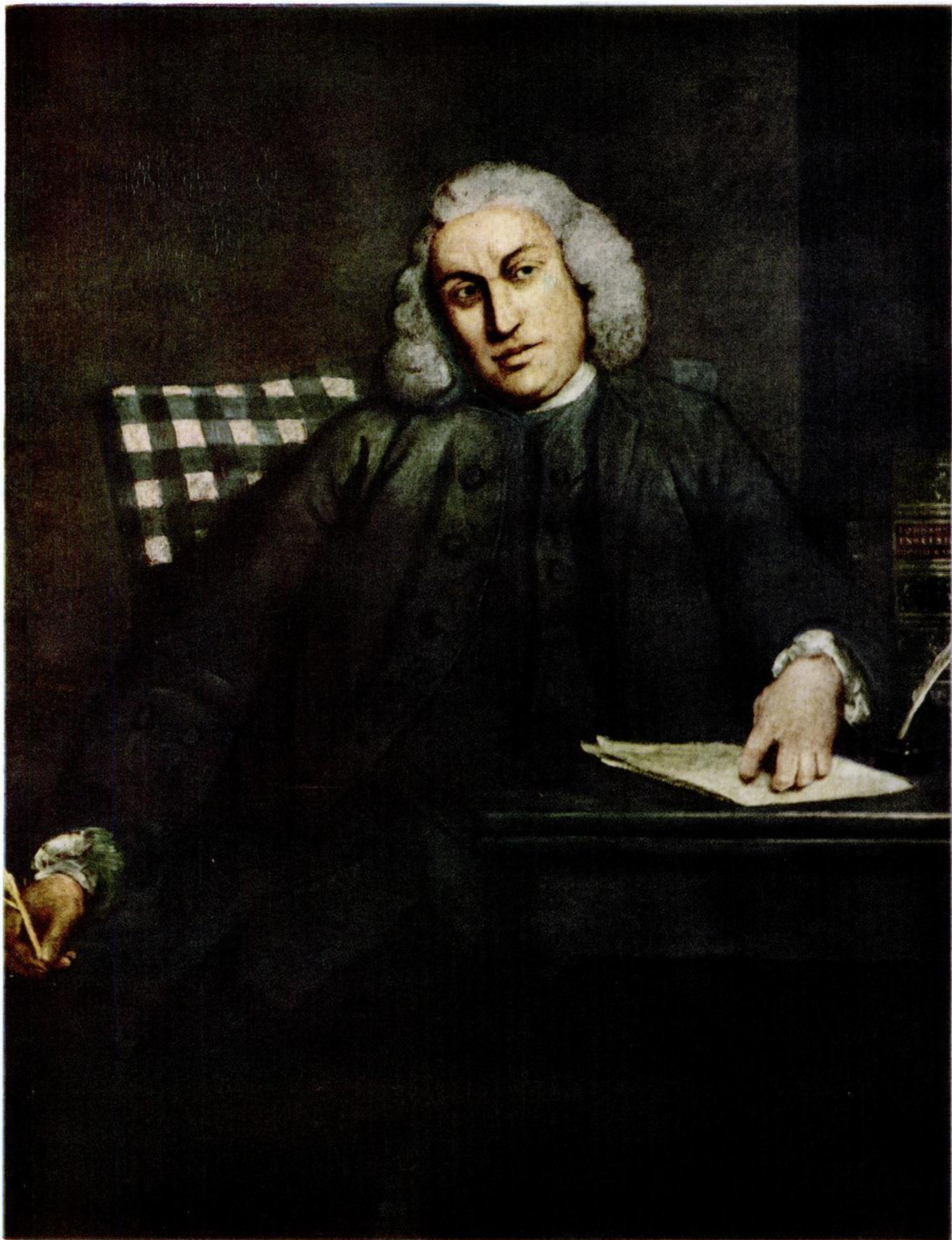
**WILLIAM PITT**, Earl of Chatham, anxious to conciliate the American colonies, came from his sickbed to the House of Lords, spoke, fell in a fit. Here alarmed lords carry him from the floor. He died a month later.



**GEORGE III**, who, before the American Revolution, ruled more territory than any previous English king, poses with Queen Charlotte and six of his 15 children. He reigned for 60 years.







**SAMUEL JOHNSON**, shown in a contemplative mood in this portrait by Sir Joshua Reynolds, was one of the century's great literary leaders and was himself the subject of a great literary work, Boswell's *The Life of Samuel Johnson*. Its author, James Boswell, followed the great man around for 20 years, noting his every remark and foible. Johnson, enormous, half blind and usually melancholy, was a literary dictator, a firm Tory and an

ardent classicist. He spent the first part of his life in abject poverty, but through his dictionary and *Rasselas* he became one of the first Englishmen of letters to support himself by his writing. At 67 he began the *Lives of the Poets*, perhaps his best-known work. Johnson was a conversational bully. He used to crush his opponents with remarks like one he made about a violin recital, "Difficult do you call it, sir? I wish it were impossible."





**"ROBINSON CRUSOE,"** first English novel to win world fame, was written by Daniel Defoe in 1719 and based on the true adventures of a shipwrecked sailor. Clever Crusoe, aided by a native named Friday (*above, left*) survived 28 years on an island, made everything from pots to parasols.

# Characters

## Great ones lived in literature

Out of the pages of the century's books paraded a stream of fabulous characters who were—and still are—as real and familiar as any who actually lived. The century produced Robinson Crusoe, Gulliver and the others shown here. It also produced Goldsmith's benign Vicar of Wakefield and his loutish Tony Lumpkin, and Sterne's Tristram Shandy with his blowhard Uncle Toby who dreamed of stirring battles and hated to kill a fly.

The characters lived mostly in novels, a literary form which was developed in the 18th Century and became popular with the increasingly literate middle classes. The reading public hastened a literary revolution. Though wealthy patrons, long the main support of writers, were still needed, many authors were becoming self-supporting for the first time in history. Among them was Dr. Johnson (*opposite page*), who defended the new booksellers and lending libraries that sprang up in London while others called them "the slop shops of literature."



**GULLIVER** was hero of Jonathan Swift's famous satire on English politics, *Gulliver's Travels* (1727). Shipwrecked on the island of Lilliput, he was captured by inhabitants who were only 6 inches tall and were always waging petty wars. Above: Lilliputians parade between Gulliver's legs.



**"CLARISSA"** by Samuel Richardson was an immensely popular tear-jerker which first appeared as a serial in 1747. Clarissa Harlowe, a very genteel girl, was kidnaped and seduced by her lover and died of shame. Above she keeps a tryst with the wanton Robert Lovelace in her family's garden.



**MRS. MALAPROP** (*above, left*) was a long-winded old lady in Sheridan's play *The Rivals*, who misused words. Sample Malapropisms: "allegory on the banks of the Nile," meaning "alligator"; "the very pineapple of politeness," meaning "pinnacle."



**"TOM JONES"** is the odyssey of a youth, shown above just after he has come to London seeking his sweetheart and is rebuffed at her door by a servant. A panorama of English society, it was written in 1749 by Henry Fielding and was a welcome antidote to the saccharine novels of Richardson.





**AN AMERICAN IN ENGLAND** expressed his countrymen's feelings to Parliament. As a colonial agent, Benjamin Franklin was invited in 1766 to House of Commons to testify on the

unpopular Stamp Act. He told Commons that Americans would not be taxed without their consent and that they stood on "the rights of Englishmen as declared by Magna Carta."

## Heritage

### America learned and fought for liberty

The prevailing pattern of life that the colonists developed when they came to America was shaped in almost every way by memories of England's green and pleasant land. During the 18th Century the wealthy landowners built themselves mansions in the style of England's country houses, filled their rooms with graceful Chippendale furniture and their bookshelves with the works of Pope and Johnson and Locke.

Even more definitely, the pattern of American politics had been shaped by England. The colonists took for granted that they had a

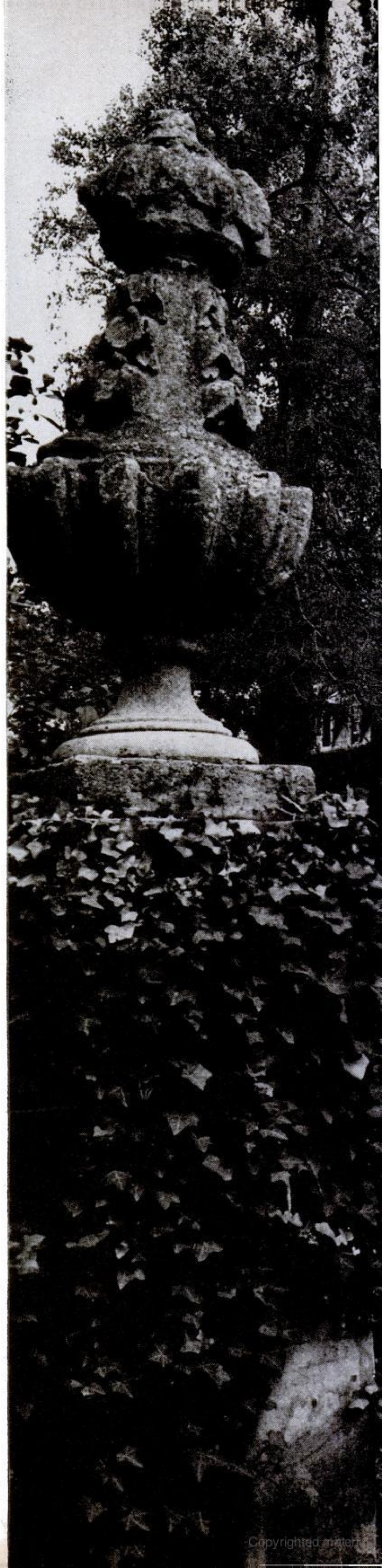
right to representational government in which they, like any other Englishmen, elected their lawmakers and were their own political masters. Of all things they inherited from England, they valued this right most. When it was denied them they wrathfully fought the Stamp Act, dumped boatloads of tea in Boston harbor, declared themselves ready to die than to lose their independence. Eighteenth Century England bequeathed us her great body of laws and justice and so imbued us with her passion for liberty that, in the end, we rebelled against her to retain it.



**AN AMERICAN AT HOME** expressed the feelings of his rebellious countrymen to a Virginia convention. Patrick Henry in 1775 proposed to arm state militia and won the argument by his words: "Is life so dear or peace so sweet as to be purchased at the price of chains and slav-

ery? I know not what course others may take but as for me, give me liberty or give me death!" Some Virginians, like the owners of Westover (right), would not follow Henry. But most of them, poor and wealthy, were willing to risk what they had to gain independence.

**THE BYRDS OF VIRGINIA BUILT WESTOVER LIKE HOUSES OF THE ENGLISH GENTRY →**









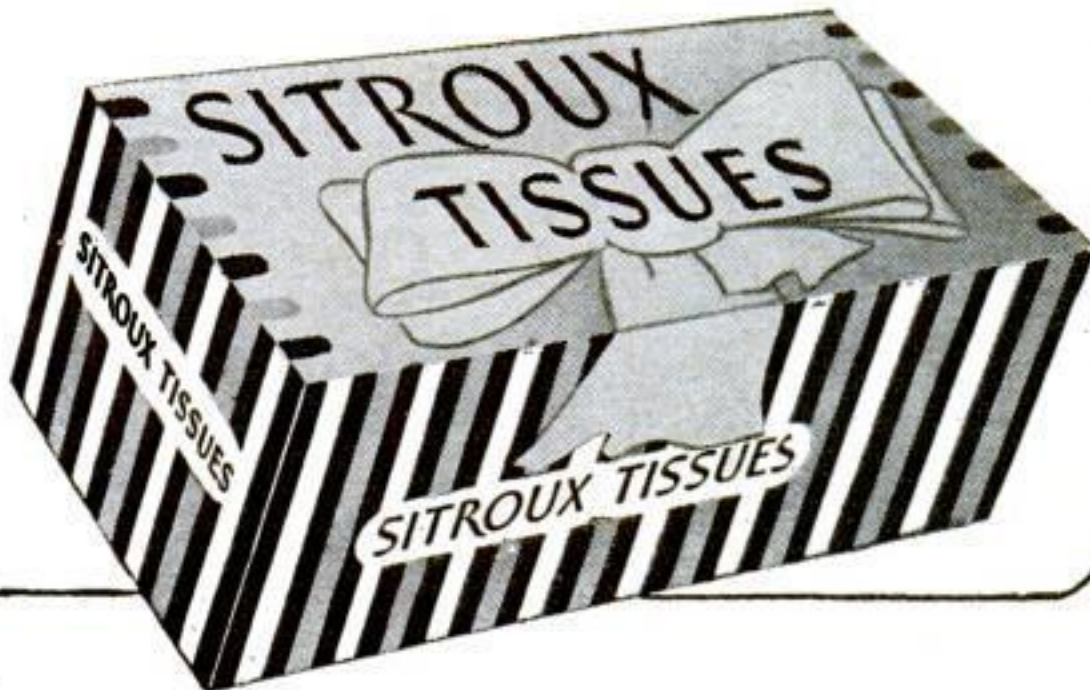
## 18<sup>th</sup> Century England CONTINUED Statesmen, wits and warriors,



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**ROBERT WALPOLE** (1676–1745), a political figure for over 40 years, stripped England's king of much power, invested it in king's cabinet.



**EDMUND BURKE** (1729–97), an eloquent Irishman, urged Parliament to conciliate American colonies but failed to avert the Revolution.



**DUCHESS OF MARLBOROUGH** (1660–1744), general's wife, was high in politics, influenced Queen Anne until they finally quarreled.



**LADY MARY MONTAGU** (1689–1762), traveler and letter-writer, scorned conventions, was the liveliest female intellectual of her day.



**HORACE WALPOLE** (1717–97), Robert's son, wrote scary Gothic novel (*The Castle of Otranto*), forerunner of modern mystery stories.



**EARL OF CHESTERFIELD** (1694–1773) was statesman and arbiter of elegant living which he expounded in his celebrated letters to his son.



## liberals and lady intellectuals



**CHARLES JAMES FOX** (1749-1806), a brilliant parliamentarian and an orator, was likewise a dandy, a wit and a prodigious gambler.



**WILLIAM PITT** (1708-1789), Earl of Chatham, won title of the "Great Commoner" because he rose to leadership from Commons.



**ROBERT CLIVE** (1725-74), civil servant turned general, won India empire for Britain. He was accused of graft, later killed himself.



**JAMES COOK** (1728-79), one of great discoverers, explored coasts of Australia and New Zealand, claimed them for Great Britain.



**EDWARD GIBBON** (1737-94), historian, wrote the *Decline and Fall of the Roman Empire*, which took him nearly a lifetime to complete.



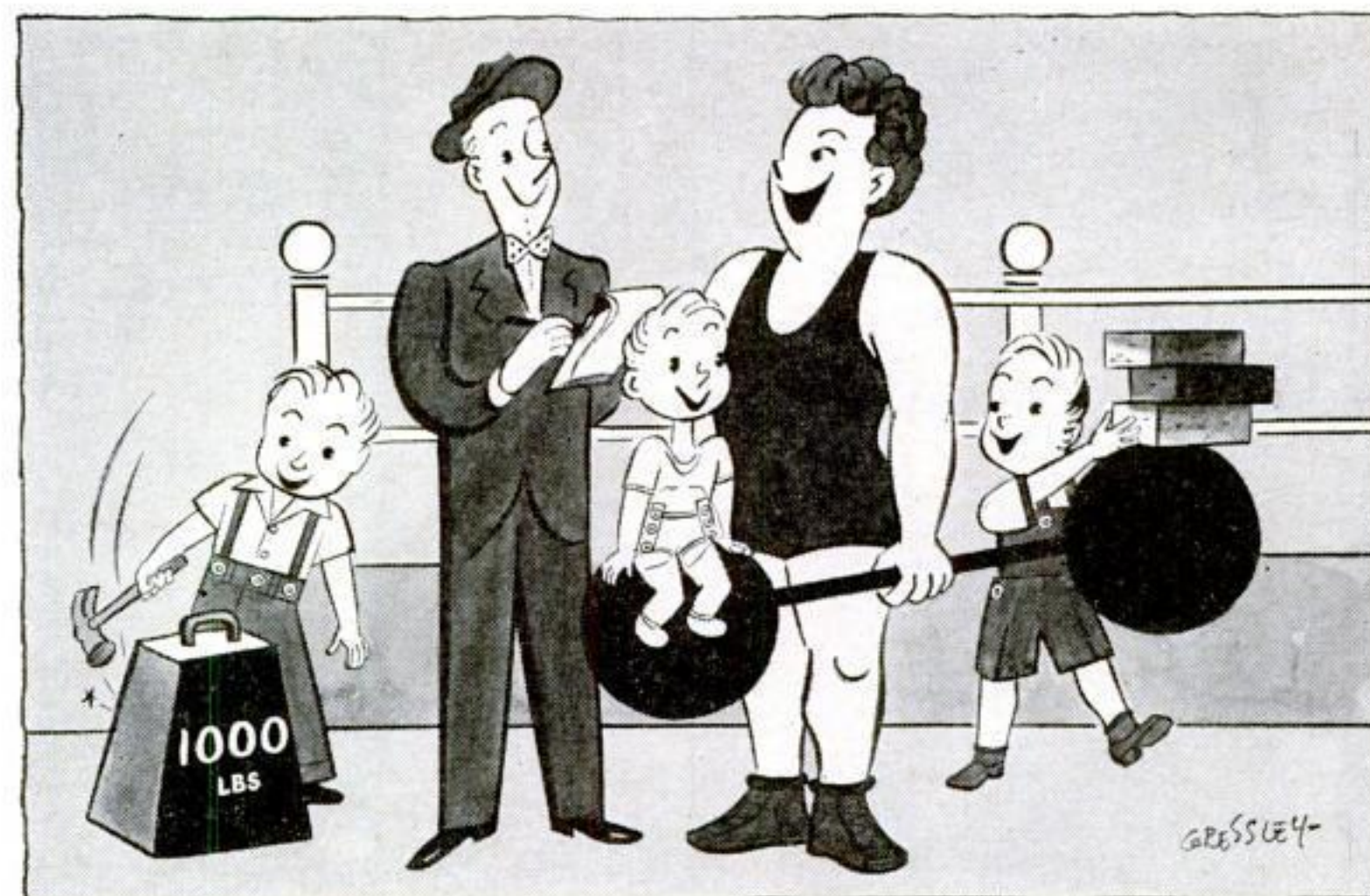
**WILLIAM BLACKSTONE** (1723-80), most noted name in English law, wrote *Commentaries*, greatly influencing lawyers and laymen.

CONTINUED ON NEXT PAGE

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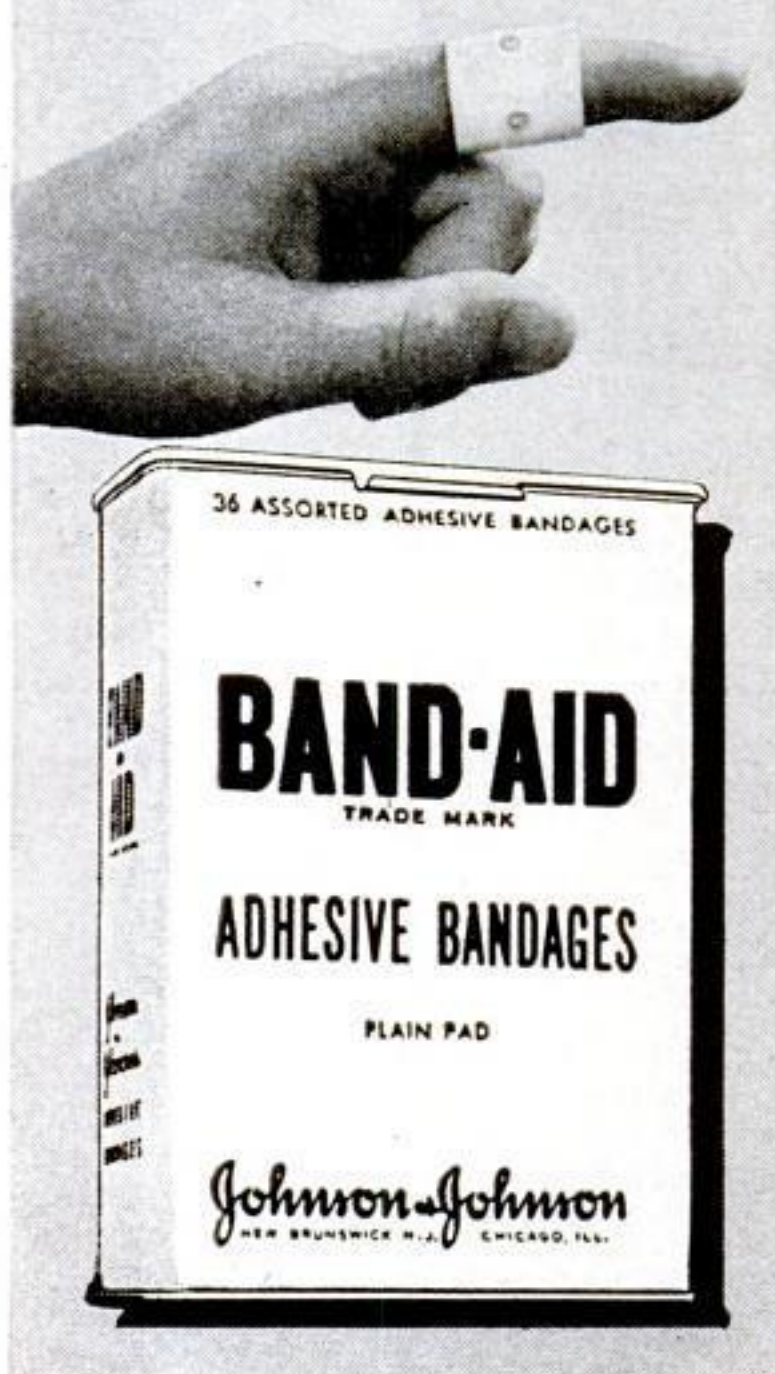


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# 18<sup>th</sup> Century England

CONTINUED FROM PAGE 96

It would be hard to say whether this new spirit chiefly set up fences or pulled them down. While it put an end to abuses that had hemmed man in, it suddenly set limits to his vision of the world. But the fences that came down were of much the greater significance, because they had actually been like walls. The Englishman, during the 18th Century, was to become a great deal more the slave of convention but a great deal less the victim of authority. He was to be free, at any rate, to enslave himself. Where throughout history he had always been harangued about his duties, Locke reminded him of his rights. Hand in hand with the Age of Reason go the Rights of Man, goes the great watchword of the century—liberty, freedom, "not to be subject to the inconstant, uncertain, unknown, arbitrary will of another man." . . . The Rights of Man, to be sure, are in great part property rights; it is not an age when the poor will be offered much chance or much charity.

But while the walls of arbitrary authority were coming down, and those of religious intolerance were being breached, neat hedges and palings were everywhere going up. For hundreds of years life in England and Europe had been splendidly but dangerously dramatic; there had been no end of violence, of exaltation, of conspiracy, of bloodshed. Now men were sick of drama, and they rebounded to the idea of life as civilized comedy. But civilized comedy cannot be played without rules; without, in fact, quite strict ones. So, at this particular turn of time, the policy arose not of driving the devil out but of fencing him in; not of thirsting after omniscience but of resting happy in reason; and of shrugging the shoulder in preference to unsheathing the sword. The 18th Century gentleman thus set up, in the common interest, a great many thou-shalt-nots. Thus it was commanded, Thou shalt not talk about thyself lest thou bore thy neighbor; or it was enjoined, Thou shalt not become overzealous, lest thou disturb the peace: no word was a greater slur than the word "enthusiasm." All this tended to make social life unusually harmonious; the possible drawback was that it raised etiquette a good deal higher than ethics.

CERTAINLY in its search for harmony 18th Century England constantly resorted to compromise; but compromise was a quality it *admired*. In its experience two men with strongly opposed ideas of the truth would certainly shout, and might very well shoot, at each other; whereas two men trying to find a common area of agreement seldom raised their voices and usually achieved their ends. The Age of Reason was willing to give up some of the grandeur in life to get rid of some of the muddle; 18th Century people saw no more point to squandering energy than money.

Their guide, their god, was common sense; which, when joined to natural British pluck, they felt would solve any difficulty—even Robinson Crusoe's on an island. They were not wrong; the combination gave England tremendous security and power. No doubt it cost something; it led to a certain stifling of the imagination, a certain withering of the emotions, a certain contraction of the soul. What saved the age from aridness and unbearable Philistinism was that quality that gives it a retrospective glamour, a lingering bouquet—its enormous sense of style.

For, though common sense was its god, it worshiped it with elaborate ceremony. It cared terribly—in a moral view it cared far too much—about appearances; velvet gloves concealed not only mailed fists but itching palms. Yet much else, beyond prudence and hypocrisy, contrived to give the life of 18th Century England an air. It was for one thing very much the age of the aristocrat; it was for another *not* the age of the machine. The aristocrat brought distinguished manners into everyday life. An aristocrat spent all his leisure hours acquiring style and *ton*; and his leisure hours, to steal a phrase of Heine's, generally amounted to 24 a day. His education was in many respects a disgrace; he might quite possibly attend Oxford or Cambridge for years without setting foot in a lecture room, or even meeting his tutor. But he did learn there how to cut a fig-

CONTINUED ON PAGE 119

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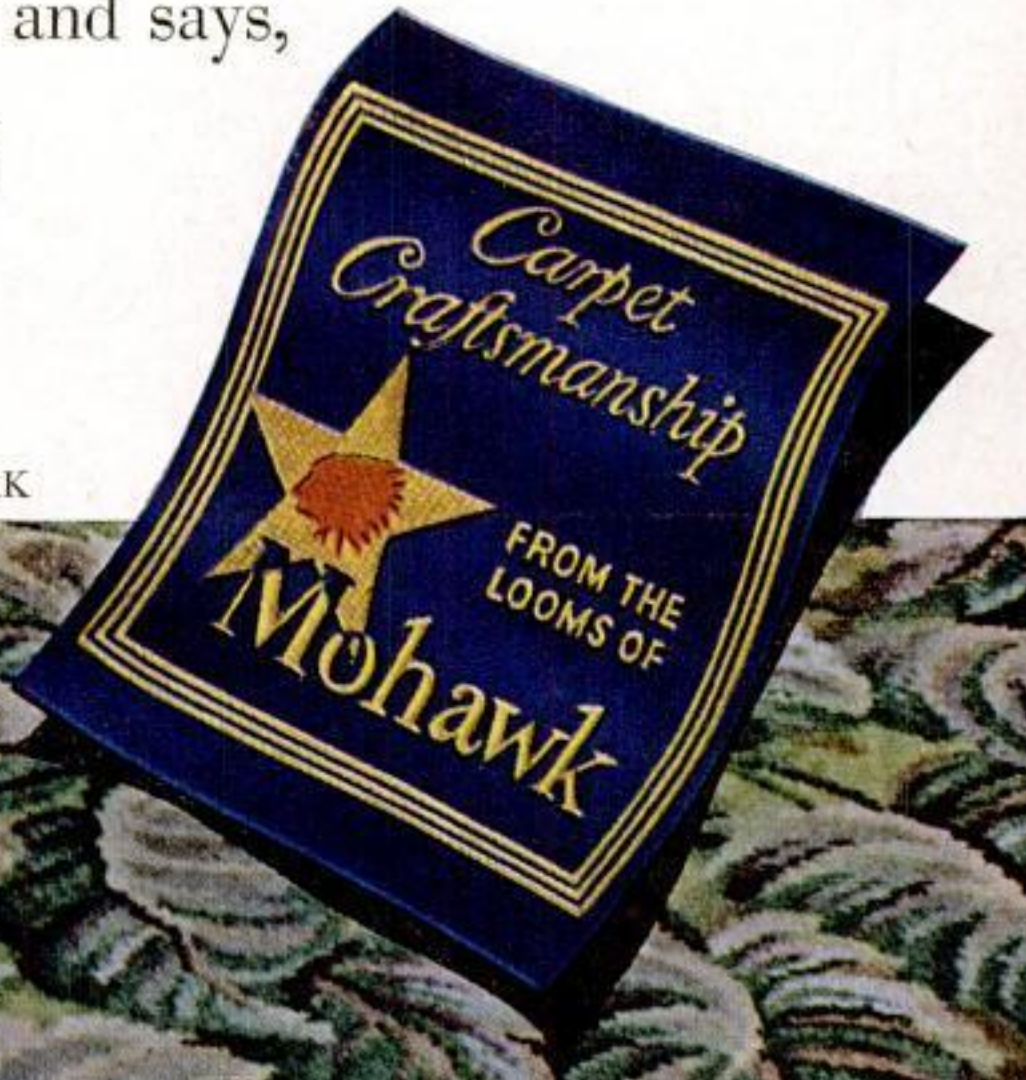
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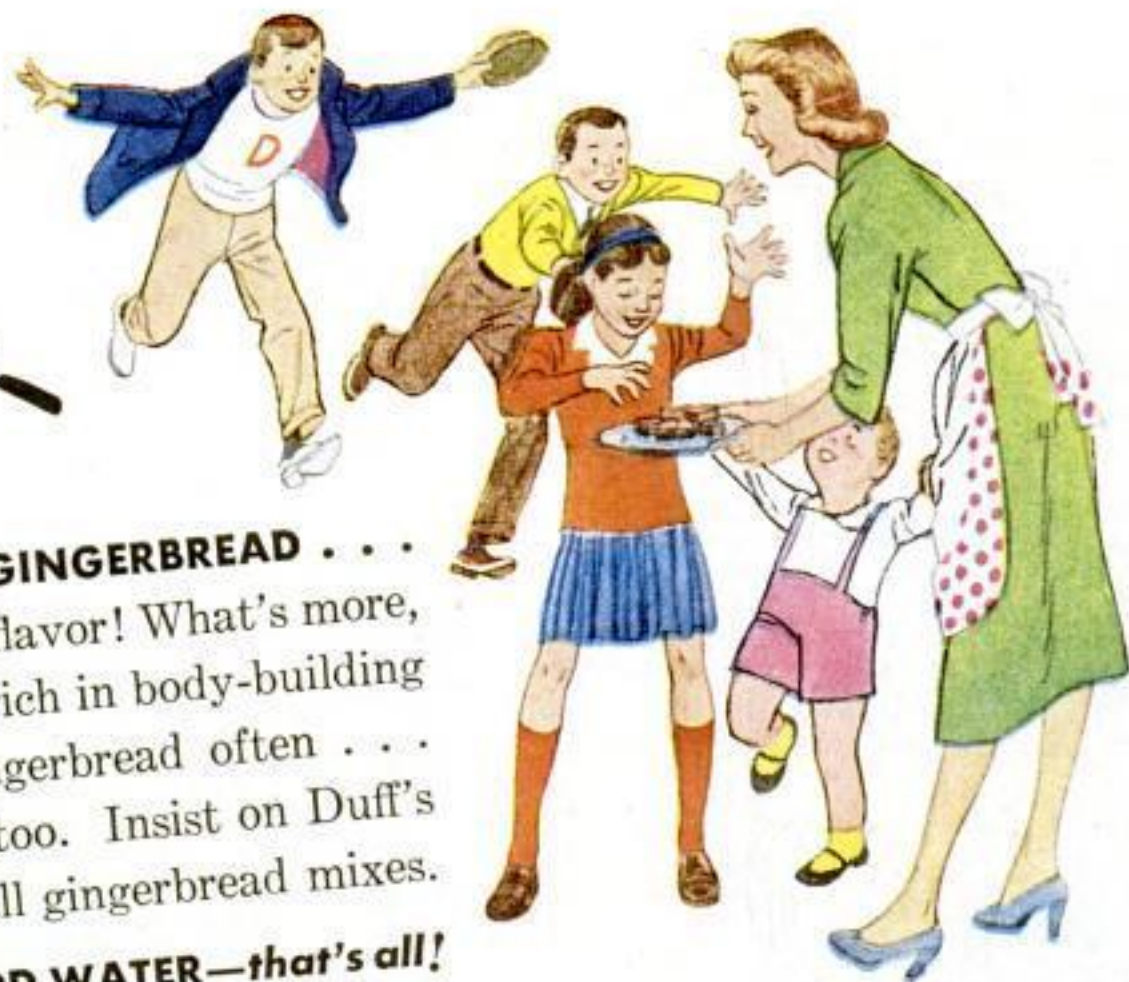
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**DUFF'S MIXES**

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cobblers, shortcake,  
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good things to eat, use  
this versatile Duff's  
Mix. See back  
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ing ideas.

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Crisp, golden waffles  
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make them the quick-  
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You'll *always*  
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superb flavor. It's sure  
to make a great  
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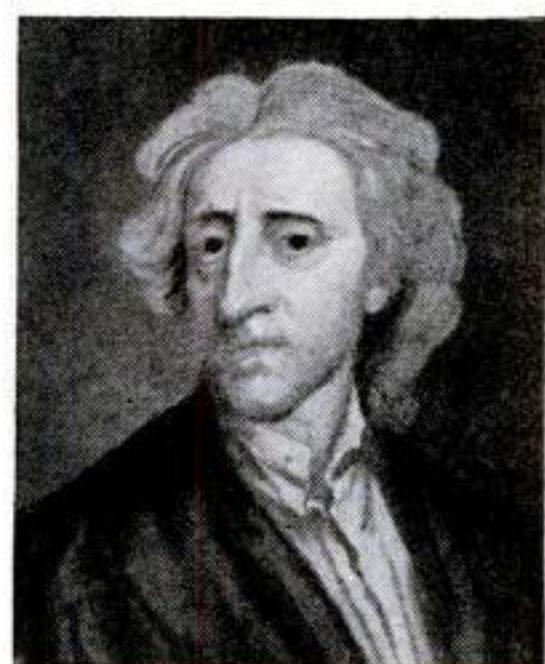


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# Locke philosophized on freedom



JOHN LOCKE

John Locke (1632-1704) did more than any other philosopher to influence the thinking of the 18th Century. He believed man's mind is blank at birth and acquires knowledge only through experience and the senses. He also stated that people have "natural rights" of life, liberty and property and are justified in overthrowing a government which fails to sustain those rights. Locke's belief in individual liberty and religious toleration profoundly affected the men who shaped the U.S. Constitution.

## 18th Century England CONTINUED

ure in the world; no one could saunter more charmingly, or phillander with more grace.

But at its best the sense of style went well beyond this, went far, indeed, toward fulfilling a high aristocratic ideal. Probably the aristocratic ideal came closest to being personally achieved in Lord Chesterfield, who is most famous for the letters of advice he wrote to his son but whose greatest feat, as a critic said, was to "create himself." For what Chesterfield did, in setting down rules for a gentleman's behavior, went a good deal beyond nature and a little outside it; such was the noble earl's view of distinction that he forbade many harmless amusements, a gentleman, for example, must on no account ever laugh out loud. The possible objection to all this is that it is so harmonious it has rather ceased to be human, and the earl himself, in the end, is less a man than a work of art.

And style in 18th Century England was not just a matter of stance and stride, of paying a compliment or wearing a coat. It was something men commanded in the stress of business, in the teeth of adversity. They snubbed with style: "The honorable gentleman," retorted one M.P. upon another, "would seem to be indebted to his memory for his jests, and to his imagination for his facts." They died, nay, went to the scaffold, with style: Lord Balmerino, condemned for supporting Stuart claims to the throne, "lay down; but being told he was on the wrong side, vaulted round, and immediately gave the sign by tossing up his arm, as if he were giving the signal for battle."

AS it was perhaps the most lustrous period of the aristocrat, in a sense it was the last. The 18th Century aristocrat owned everything, it might be said, except the future. For quite as much as he set the fashion and the pace, he made the laws and held the offices and scooped up the money and owned the land. Because the patrician had outstanding style, it is easy to forget that he often had uncommon ability. Chesterfield was indeed a great gentleman, but he was also an admirable lord-lieutenant of Ireland and a secretary of state.

The great 18th Century aristocrats had their very serious faults, but it would not be easy to find a comparable body of men with more varied talents. The best of them were really spectacular performers, endowed with a fantastic energy that they monstrously abused; they were like sets of human fireworks, crackling and glittering and illuminating the heavens, and suddenly blazing forth again after they were supposed extinct. It was not so much that they went round the clock without even pausing for sleep, but rather how much and how many kinds of things they could pack into 24 hours. On no conditions would they, to begin with, forgo their normal pleasures, their dalliance and their drinking and their gambling; but, having emptied a sensational number of bottles, they were quite likely to issue forth and electrify Parliament; also, in the same day, to help design a grotto, compose an epigram, translate an ode, amuse a great lady, assist an author, exercise a horse, perpetrate a hoax, administer a province and read for an hour in Mr. Pope.

CONTINUED ON NEXT PAGE



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## 18<sup>th</sup> Century England CONTINUED

The aristocratic ideal was far more a dream than it was ever a reality, just as the Age of Reason far better expresses the desire to be rational than the ability. This is not to minimize either thing. The very dream and the very desire are in themselves large achievements. But it must also be confessed that the age which made a god of decorum all too frequently made a beast of itself, and that the century which stood dedicated to reason produced some of the most unbalanced of all human beings.

Any chronicle of England during those years is also a chronicle of excesses, a chronicle of extremes. The rich were very rich: "A man," conceded one of their tribe, "can jog along on 40,000 pounds a year"—at a time when an income of 40,000 pounds was like a million dollars today. The poor were very poor; an industrious laborer earned nine shillings—what today would be around \$10—a week. The grand were very grand: the "Proud Duke" of Somerset had the roads cleared of bystanders when he traveled; and his second wife happening one day to tap him playfully with her fan, "Madam," said the duke sternly, "my first wife was a Percy, and she never dared take such a liberty."

Nor was there ever such immoderacy. Scholars fought duels over a Greek accent; a relative of Lord Byron's killed a man over a matter of pheasants. Everywhere men drank prodigiously: so far from remarkable was it to toss off three bottles of wine at a sitting, it was hardly respectable not to. The brave fellows tossed off six. The Methuen Treaty of 1703 which spelled the domination of Portugal by England spelled equally the domination of England by port. "Claret," pontificated Dr. Johnson, "is for boys." And while the comfortable classes got gouty from port, the poor went to pieces from gin. During the first half of the century gin-drinking reached ghastly proportions; inside 15 years the consumption of spirits doubled, and the author of *Tom Jones* wrote that 100,000 Londoners lived on gin alone. In vain did parsons denounce "Gin, cursed Fiend, with Fury fraught" in favor of "Beer, happy Produce of our Isle." While their wives and children starved, a multitude of wretches grew vicious, turned criminal, went mad.

It was, indeed, a brutal and audacious age of crime, with pickpockets in every crowd and highwaymen along every road; a stealthy and menacing age, a bloody and murdering one. Even so, the punishments were incredibly harsh, and grew harsher as the century went on. There came to be 160 offenses punishable by death—among them, chopping down a tree in a garden or being seen for a month with gypsies. So many men were condemned that on "hanging days" at Tyburn there just was not time or room to hang them all.

Low and high life alike were exceedingly profligate, in particular early in the century when hardly a man in public life was not stained with scandal. When the glittering Viscount Bolingbroke became secretary of state in 1710, the madam of a bawdy house crowed, "Five thousand a year, my girls—and all for us!" Great ladies often had little better reputation than their lords; the pater-famly of men like Horace Walpole is to this day a subject of doubt. "Nobody's son," sniffed Chesterfield of a certain marriage, "has married Everybody's daughter."

But the worst excess of all in 18th Century England was the gambling; never have men played for higher stakes or stranger ones. The great clubs—whether Whig or Tory, Brooks's or White's—were essentially gambling houses where time and again an ancestral estate hung on a throw of the dice. From Brooks's a member retired in disgust because he had won only 12,000 pounds in two months. The gambling debts of the celebrated Duchess of Devonshire totaled more than a million pounds. Nor was it only money people gambled with. One man gambled away, with her consent, his wife; another gambled his child; still another, his freedom; while two others gambled their lives—the winner to string up the loser.

For all its high manners it was an age of quarrels. There was a kind of chain-squabbling in vogue: Steele quarreled with Addison, Addison with Pope, Pope with Lady Mary Montagu, Lady Mary with half her friends. Again, the Age of Reason seemed very often like an Age of Madness. Bedlam (Bethlehem Hospital) was so much one of the sights of London that tea was served there—while the rage to visit it might be thought a touch eccentric in itself. Begin-

CONTINUED ON PAGE 122

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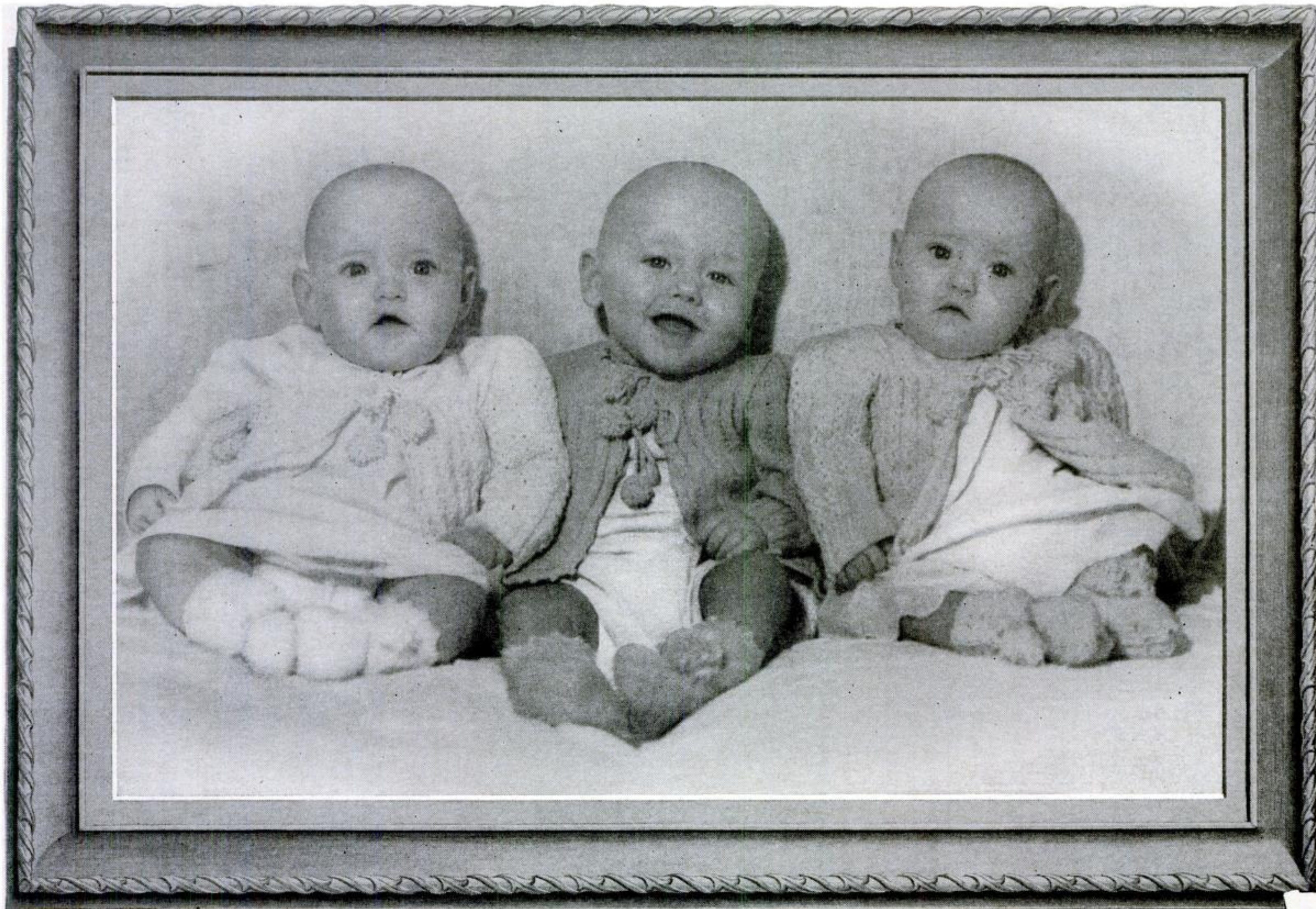
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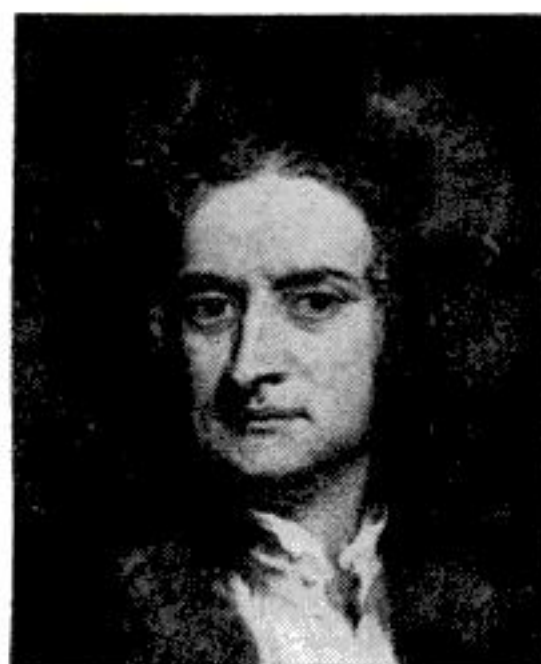


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## Newton found order in universe



SIR ISAAC NEWTON

Isaac Newton (1642-1727), one of the greatest of all scientists, published his major work, *Principia Mathematica*, in 1687. In it he formulated the law of gravitation, which helped to explain the structure and behavior of the universe. The discovery of this physical law inspired 18th Century thinkers to seek further for reason and order in every aspect of their world. So highly respected was Isaac Newton in his own time that when he died he was given a state funeral and buried in Westminster Abbey.

## 18th Century England CONTINUED

ning with Dean Swift, a whole procession of the century's poets—Smart, Collins, Cowper—went mad; perhaps to go mad was the only polite thing to do, since His Majesty, George III, often went very mad indeed.

Again, as the century wore on, England's era of enlightenment craved the creepy spells of the Middle Ages; built "Gothic" piles and abbeys; wrote Gothic romances where, in a world of vaults and midnight, everything clanked and shrieked and groaned. But even more than it wanted to shudder, a too-long-repressed England wanted to weep. And weep it did—and in time all Europe after it—when a milksop printer of genius, Samuel Richardson, wrote *Pamela* and *Clarissa*. As *Clarissa* came out in instalments, and *Clarissa*'s virtue became ever more gravely endangered, all England pleaded that the poor girl should not be ravished; but Richardson was relentless, and presently all England wept buckets of tears.

Assaulted by human feelings, Reason was next to be shaken by faith. The deism of Locke and Bolingbroke, and later the outright skepticism of Gibbon and Hume, prevailed in high society and the intellectual world right through the century. But midway through it the rest of England, which a lazy church had rendered apathetic, began to hearken to the blazing call of John Wesley and George Whitefield who, denied a pulpit, preached in the open fields and converted thousands and then tens of thousands to Methodism.

FOR almost 40 years, from the day Queen Anne quitted the throne in 1714 to the day George III ascended it, the Whig lords, the squires and great merchants, ran England. They were so powerful they really constituted government and opposition both; indeed, had it not been for their bickerings even George III could probably not have ousted them. And while the great Whigs administered, their kinsmen and disciples and dependents legislated. It was an age of pocket boroughs and rotten boroughs, and of very unrepresentative government. John Wilkes once tried to show how, in a country of some seven million people, the votes of 5,723 could yield a majority in the House of Commons.

In Queen Anne's reign the great Duke of Marlborough's victories at arms raised England, after a century of struggle, to the most commanding position in Europe. Then, after peace had been signed the Whig prime minister, Robert Walpole, put England on her feet. This burly Norfolk squire who established the long Parliamentary weekend so that he could indulge his love of fox hunting, this cynical manipulator who always talked smut at his dinner table because he insisted it was the one form of conversation that everybody could enjoy, this supremely efficient Whig statesman who managed to hold the reins of power for more than 20 ticklish years, is anything but 18th Century England's best-known figure; but he is conceivably its cardinal one.

Walpole did two tremendously vital things for England: he set it on its feet, and then set those feet squarely along the path of the future. He first of all put the Hanoverians, the family of the

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CONTINUED ON PAGE 124



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DIAMOND RINGS  
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"60-Second  
Workout"  
for handsomer,  
healthier-looking hair

## 18th Century England CONTINUED

German George I, firmly on the throne—firmly, so that the nation was spared serious upheaval, and yet as figureheads, so that George I and George II stayed put without ever acting up. Under him the party system—with the administration made up of ministers of the same political stripe—became the accepted rule. Under him Parliament came to be largely independent of the crown (no sovereign after Anne ever dared veto a bill that had passed both houses). Under Walpole, too, it became a pretty fixed institution for the executive or prime minister to carry on his government, not through the support of the king but through managing the House of Commons, and for the judiciary to be independent of crown and Parliament alike. All these institutions, however corruptly they sometimes operated, quickly became geared to the English people who quite as quickly came to feel they had always had them. Moreover they were institutions that fitted in with Locke's principles of individual rights and of limitations of governmental control.

But Walpole chiefly put England on her feet by giving her—actually by compelling upon her—a long interval of peace. A whole generation of peace had reaped for England a rich harvest of plenty. Trade grew, commerce multiplied, the middle class gained steadily in wealth, self-confidence and power. Under Walpole, England kept shop with wonderful success; and so became, for good and all, a nation of shopkeepers.

Walpole has not come down the years enhaloed, for his methods have sadly tarnished his achievements. In politics he was bluff, hearty, modern; but he gave an enormous boost to corruption. Utter realist and complete cynic, he accepted the maxim that one must govern by either corruption or force, and unblinkingly chose corruption. He never made the one remark he is universally famous for—that "Every man has his price"—but he would scarcely have jibed at it. Walpole, moreover, left England not only more corrupt than he found it, but crasser and more Philistine. But he gave it a modern impulse, he gave it sinew and direction, and while cooling, fortified its blood; as somebody said, the best tribute to his administration was the 15 bungling years that came after it. Only hams and supers fill the stage until Pitt's majestic entrance as secretary of state in 1757.

Walpole was not merely the antithesis of Pitt; he was also the very necessary antecedent. He had to make England prosper through peace before Pitt could make her powerful through war. The two men, so alike in their masterfulness, so utterly different in their methods: the one all rudder, the other all sail, offer in the 18th Century that mixture of the hardheaded and the heroic which has been, in almost every century, the key to England's success. But where Walpole worked grubbily behind the scenes, Pitt performed, with the utmost éclat, on a brilliantly lighted stage. Joining Frederick the Great against half of Europe in the Seven Years' War, Pitt devised a global strategy to match England's vast ambitions, and made the year 1759—the year of Quebec and Minden and Guadeloupe and Quiberon Bay—one of England's most triumphant. The whole thing crowned the period of great prime ministers.

IT also ended the period. For in 1760 a new king, George III, came to the throne with a most decided conviction that it *was* a throne. The handsome young man did not need to believe in the divine right of kings; sufficient, to his mind, were their purely human opportunities. He did not need to challenge the belief that Parliament ruled the country; he, in his turn, would simply rule Parliament—by bullying it where he could, by bribing it where he must. After much dabbling in ministers he found the mouthpiece he wanted in Lord North, a more decent man and more competent minister than most Americans are given to believe at school, but one who could never get George's permission to resign and could never muster the courage to resign without it.

Always asserting to the utmost what power he technically possessed, forever using money, sinecures, pensions, promotions, promises, threats to buy up votes, George was at length in a fair way to achieve his ambition of running the country. It really took the American Revolution to foil him. The real cause of the Revolution was economic and stemmed out of Britain's mercantilist policy, out of a nation of shopkeepers condemning her colonies to be a "nation of customers." We could only buy from—or by way of—

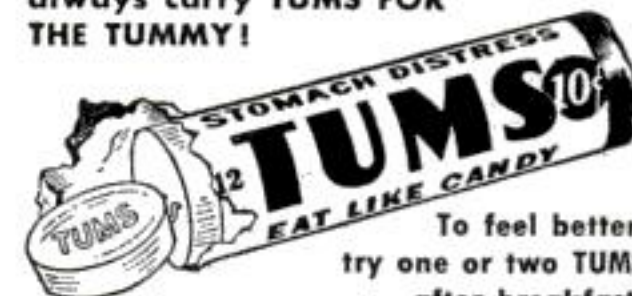
CONTINUED ON PAGE 126



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In the past eight years many thousands of people, and hundreds of vital industries and civic projects, have looked for help and guidance to Dr. P....\*, brilliant pastor, educator and civic leader of Texas.

The astonishing fact is that just before the start of this most demanding period of his life, Dr. P.... himself came to Sonotone for help because his hearing had failed.

That he found this help—as so many leaders in every community have found it—is America's great gain. For during the war years Dr. P.... refereed literally thousands of War Labor Board cases—more than any other man in his vast and tremendously important District.

He undertook—in characteristic easy,

happy stride—a schedule that would have been beyond the powers of most able younger men with perfect hearing. Traveled six days a week on the WLB circuit and returned on Sundays to serve the needs of his growing congregation!

Dr. P.... strongly attributes his hearing success to the way the local Sonotone office kept on working to keep him hearing his best—to the way other Sonotone offices wherever he traveled were ready to give the same skilled help.

This is the highly developed plan that makes all the difference when you wear one of Sonotone's wonderful instruments—the reason why 8 out of 10 new users are sent to Sonotone by satisfied present users!

It is the reason why more people have been fitted with Sonotone than any other hearing aid.

The New Miniature Sonotone "900" is the latest in Sonotone's line of never-ending hearing aid advances. This light, tiny instrument—almost as easy to wear as a wristwatch—combines power and dependability beyond the reach of most previous larger instruments! It offers a larger microphone in smaller size, and so—hears more sounds, farther! Its acoustically smooth case and cushioned circuit keep hearing clearer, pleasant!

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\*Name omitted in accordance with medical principles.

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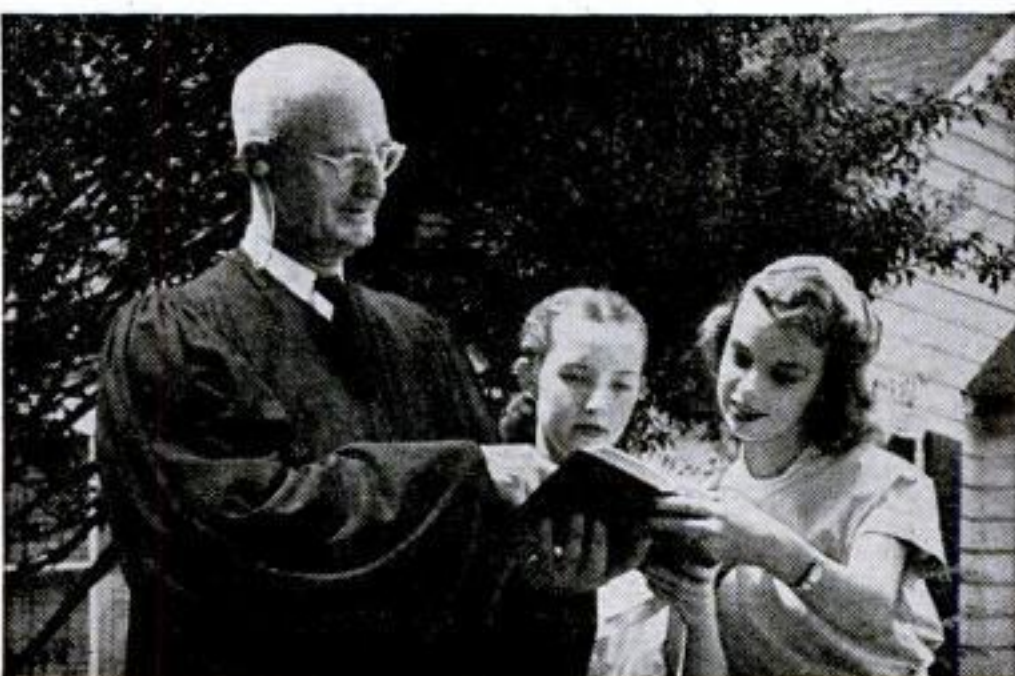
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**Pastor's busy life** includes preaching, teaching special classes, and constant personal contacts with congregation. Because of successful wartime experience, he is also still called upon by government as arbiter in post-war labor-relations cases.



**Mutual counsel**—Glenn Beaty (left), regional Sonotone manager, watches over minister's hearing progress. He is also a member of his church. Sonotone Consultants are highly trained to understand each user's hearing problems.



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ironing  
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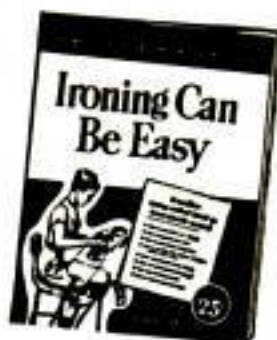
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## 18th Century England CONTINUED

Britain, while Britain did not have to buy from us, and no other country was permitted to. Hence we were more and more becoming a nation of smugglers; and now that England owned Canada and there was no longer any danger of a French invasion our strongest tie with the mother country fell away. George III or no George III, the colonies would sooner or later have had to be given considerably more rope; but had George and his ministers not bullied and bungled, had there been no Stamp Act or uproars over "taxation without representation," the colonies might have been appeased with something like dominion status. As it was, the drain on their purses stung them less than the slaps at their pride.

George's pigheaded methods made all Britain's enlightened statesmen regard the rebels less as enemies than allies: to a Pitt or to an Edmund Burke, who delivered the famous speech on conciliation with the colonies, the Americans were defending the British constitution against itself, while another M.P., Charles James Fox, could characterize a British victory over Washington as "the bad news from Long Island." Lord North's attempt in 1778 to offer us a kind of dominion status came too late; by then we were committed to independence, and by then, with France and later Holland and Spain all at war with her, England was clearly doomed to "the most damaging and humiliating defeat" in her history. But the loss of the colonies possibly saved England from something worse; for had George won the war he would have become so highhanded that the English might have had to rebel against him themselves. It was a great try, this last grab of a British monarch for extensive power; it was also a decisive one, for as a result no subsequent British monarch was to have any power at all. When, after the colonies were lost, the younger Pitt finally drew the royal claws, monarchy in England became little more than a synonym for pageantry.

**I**N America out of the struggle of George III there was born a union of independent states that unhesitatingly accepted, for the most part, 18th Century Britain's principles of government. The colonial assemblies had been much like miniature British parliaments and as time went on had arrogated to themselves more and more legislative powers. Out of their experience in these assemblies the Americans developed strong notions and beliefs which, after two tries, they wrote into the Constitution and its first 10 amendments. Thus the executive was ruled out of the legislature for fear he might try to rule over it; control of finance, in the U.S. as in Britain, was vested in the lower house; in the U.S. as in Britain, judges were made independent of legislature and executive alike; and such cherished civil rights as habeas corpus and trial by jury were jealously retained. On the other hand, the Founding Fathers rejected such deep-seated English things as the monarchic principle and the established church.

In spirit the new U.S. political system clearly trumpeted Locke, whose writings had been widely reprinted in newspapers before and during the American Revolution. But in actual structure the U.S. system followed the concepts of a French political philosopher, the Baron de Montesquieu, who in his turn had drunk of British political philosophy. In his celebrated book, *The Spirit of the Laws*, Montesquieu simplified somewhat and idealized the British constitution. Because of Montesquieu's theories, the U.S. President is not a member of Congress (as England's prime minister is of Parliament) and he is elected independently of it.

On the heels of the American Revolution came two far more momentous ones—the French Revolution, which was the agitated dawn of democracy; the Industrial Revolution, which meant the transfer of power to the middle class. The whole tune, and still more the whole orchestration, of life was to be immensely altered. England in the century ahead would worship very different gods—steam and iron, respectability and reform. In the New World the frontier and its raucous demands for democracy would change the ordered patterns of life which the seaboard colonies had copied from England. But in both the mother country and her rebellious American offspring, the value that the 18th Century had put upon individualism and the rights of individuals would still remain. It would imbue all the life and thought of the new century which was to make Britain the greatest empire the world had ever seen and was to prepare America for the power that was later to come.

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*Seagram's finest American whiskey*  
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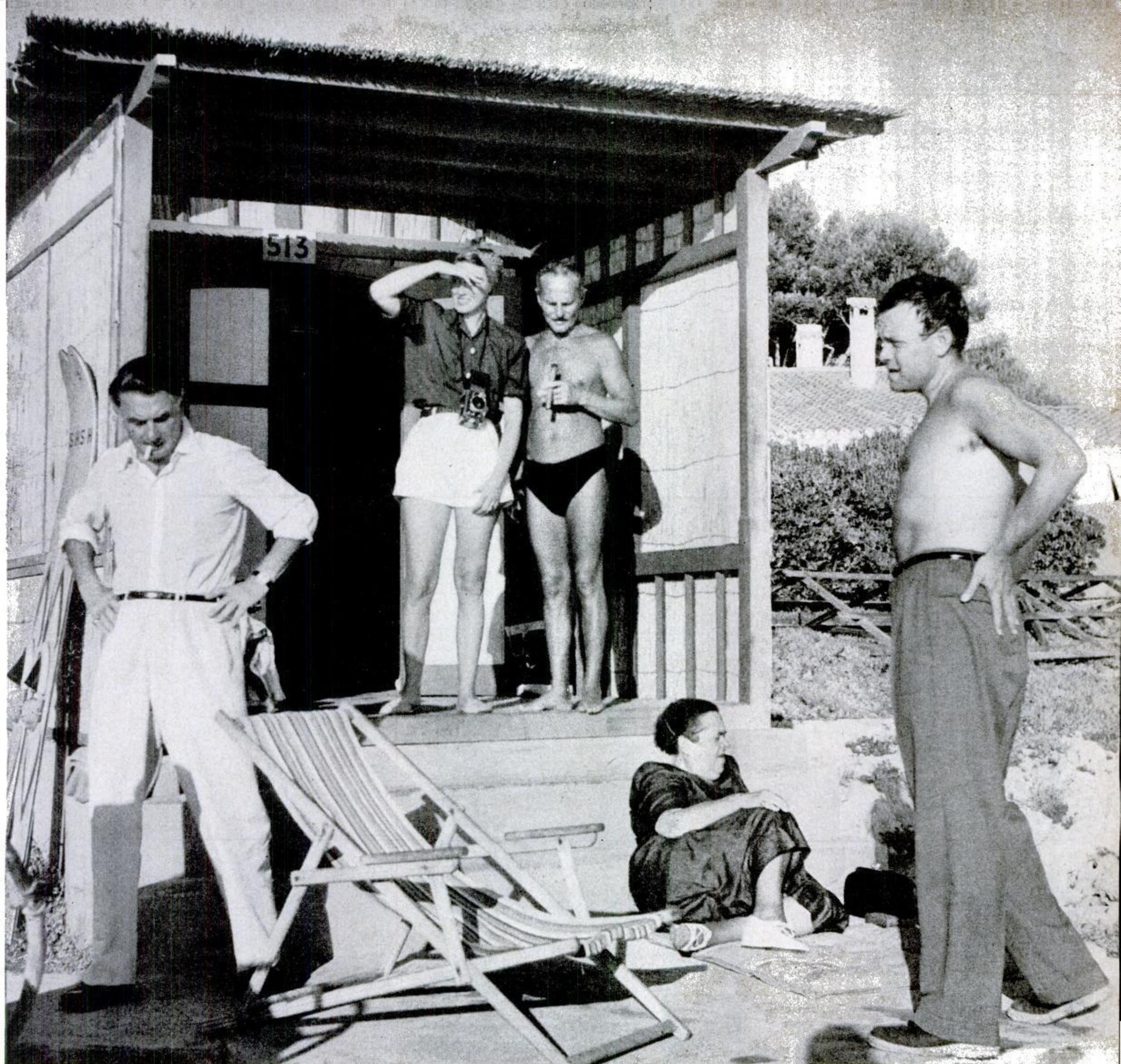
AS NOURISHING AS

HOT CEREAL...AND TWICE AS GOOD TO EAT...UH-HUH...BE SURE YOU BUY



NABISCO SHREDDED WHEAT!





**DARRYL ZANUCK'S CABANA.** a simple thatched bathhouse at Eden Roc, was the gathering place for the movie people. Here, lounging in the sunshine, are (left

to right) Charles Feldman, Hollywood agent, Jean Howard, his recently divorced wife, Producer Zanuck with his usual scanty bathing suit, Elsa Maxwell and Orson Welles.

# NEW INTERNATIONAL SET

## Movie celebrities swarm to the French Riviera and turn it into a Hollywood playground

This summer millions of dollars worth of Hollywood stars and producers arrived in France by boat and plane and took over the French Riviera. They moved their shiny luggage into hotels and villas which once housed rich or royal Europeans and set out to mix with fabulous people like the Ali Khan, an Indian prince, and Alberto Dodero, the Argentine, and meet old Riviera residents like the Duke and Duchess of Windsor. In this worldly setting they rode around in rented cars and rented yachts or strolled among the cabañas

at Eden Roc shouting cheerful greetings to an old friend or an ex-spouse. They crowded the best restaurants, jammed around the gambling tables and, by the season's end, had established the Riviera's pools and casinos as the newest Hollywood playground and themselves as the newest international set.

Right in the middle of everything was Columnist Elsa Maxwell, intimate of everybody there, who flashed fascinating daily bulletins back to the U.S. Elsa reported that Jack Warner ("the man

I love") had won a million francs at *chemin de fer* in one night at the Casino. Darryl Zanuck ("I love Darryl Zanuck") had been knocked out by a pair of water skis. Orson Welles ("You love him, Elsa?" "Of course I do") had had a wonderful reunion with Rita Hayworth, his almost-ex-wife, but had finally fallen in love with a strong-minded Italian actress. The new set was off to a fast start and, after this summer, any Hollywood star will count his footprint on the Riviera's sandy beaches worth two in concrete at Grauman's Chinese Theater.





EDEN ROC POOL LIES ON CLIFF ABOVE THE SEA AND BELOW PAVILION. SCANTY BATHING SUIT OF GIRL IN WHITE IS KNOWN AS A "BIKINI"

## THEY SWIM AND SPORT AND SUNBATHE ON THE WARM AND WORLDLY COAST

Time goes easily and carelessly on the Riviera. The average vacationer can spend all day at the Eden Roc pool (admission: 300 francs, about \$1) swimming, lying in the sun or keeping an eye on the trim females dressed in tiny bathing suits. The flush vacationer can drop in for lunch (minimum: 1,000 francs, about \$3.50) at the Pavilion above the pool and run into celebrities. The celebrities themselves can ascend one more level to the exclusive and expensive Hôtel du Cap, where they may run into the Ali Khan or the Shah of Persia.

Once a week this season Alberto Doderò would invite every available member of the new set to a colossal dinner where he provided pyramids of lob-

ster and sometimes fireworks. An Argentine shipping tycoon with plenty of money, Doderò came to the Riviera this summer with his own yacht, an airplane and five private cars, and established himself in the royal suite of the Hôtel du Cap. When Rita Hayworth was unable to get a room he gallantly surrendered the suite and rented two chateaux near the hotel, using one of them for his parties, which cost two million francs each.

The real mentor of the Hollywood set was Elsa Maxwell. An old hand at Riviera life, she introduced the stars to small bistros like Félix au Port in Antibes, ordered them local dishes in flawless French and taught them not to drink ice water with their

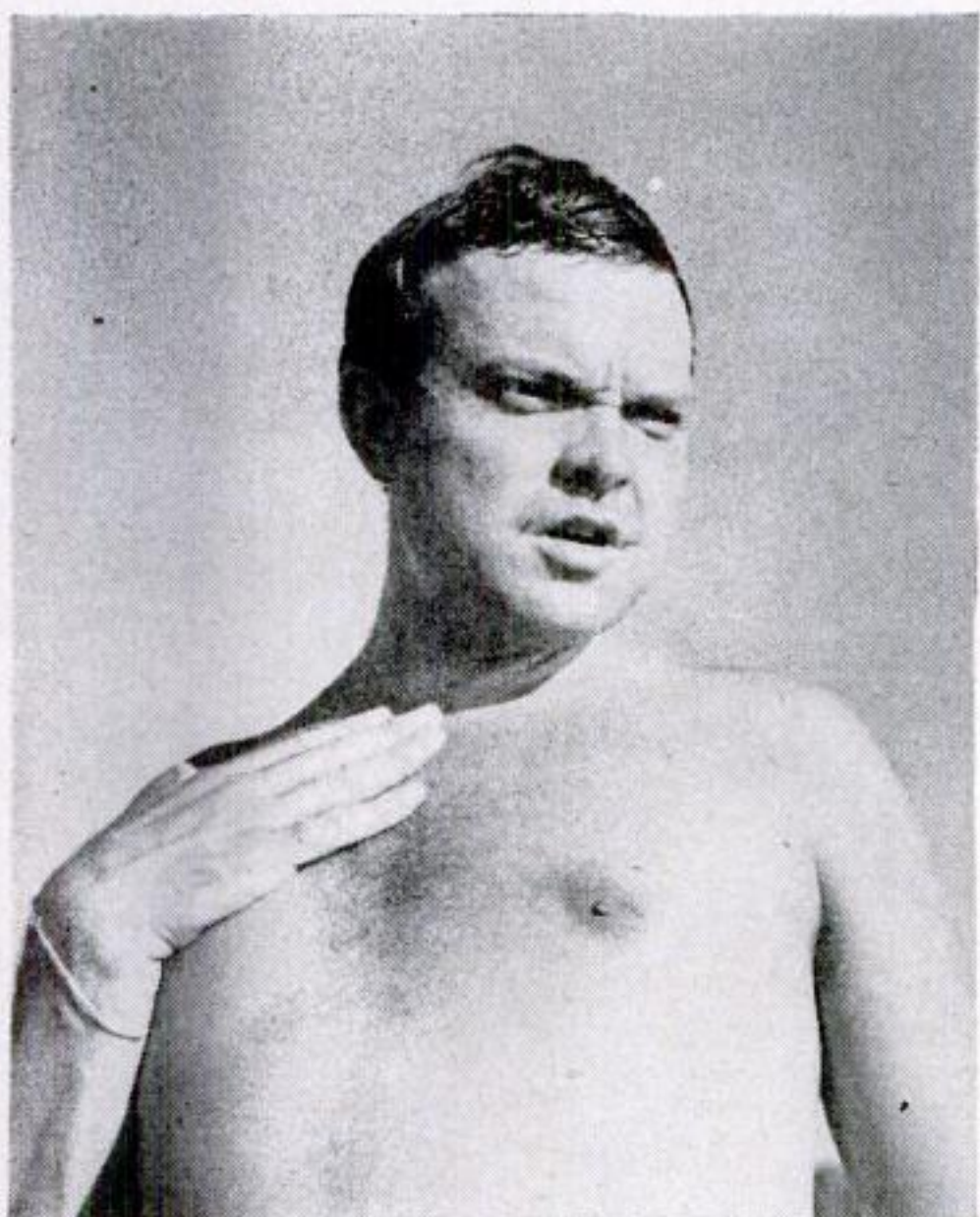
meals or coffee with dessert. Occasionally, to celebrate a birthday or a reconciliation, she gave small parties at her farmhouse near Cannes (p. 137).

This sort of life soon fell into a comfortable pattern, which was typified by Darryl Zanuck's daily routine: 11 a.m.—walk from the hotel to his cabaña (100 yards), lie in the sun, swim (three times); 2 p.m.—walk to the Pavilion for lunch with assorted Hollywood guests; 3.30 p.m.—back to the cabaña, lie in the sun, talk to Tyrone Power, Orson Welles, other stars, swim (five times); after dinner—go to Cannes Casino, play *chemin de fer* at the big table with Jack Warner, Jimmy Donohue, Alberto Doderò; 4 to 5 a.m.—go home, have cup of tea, go to bed.

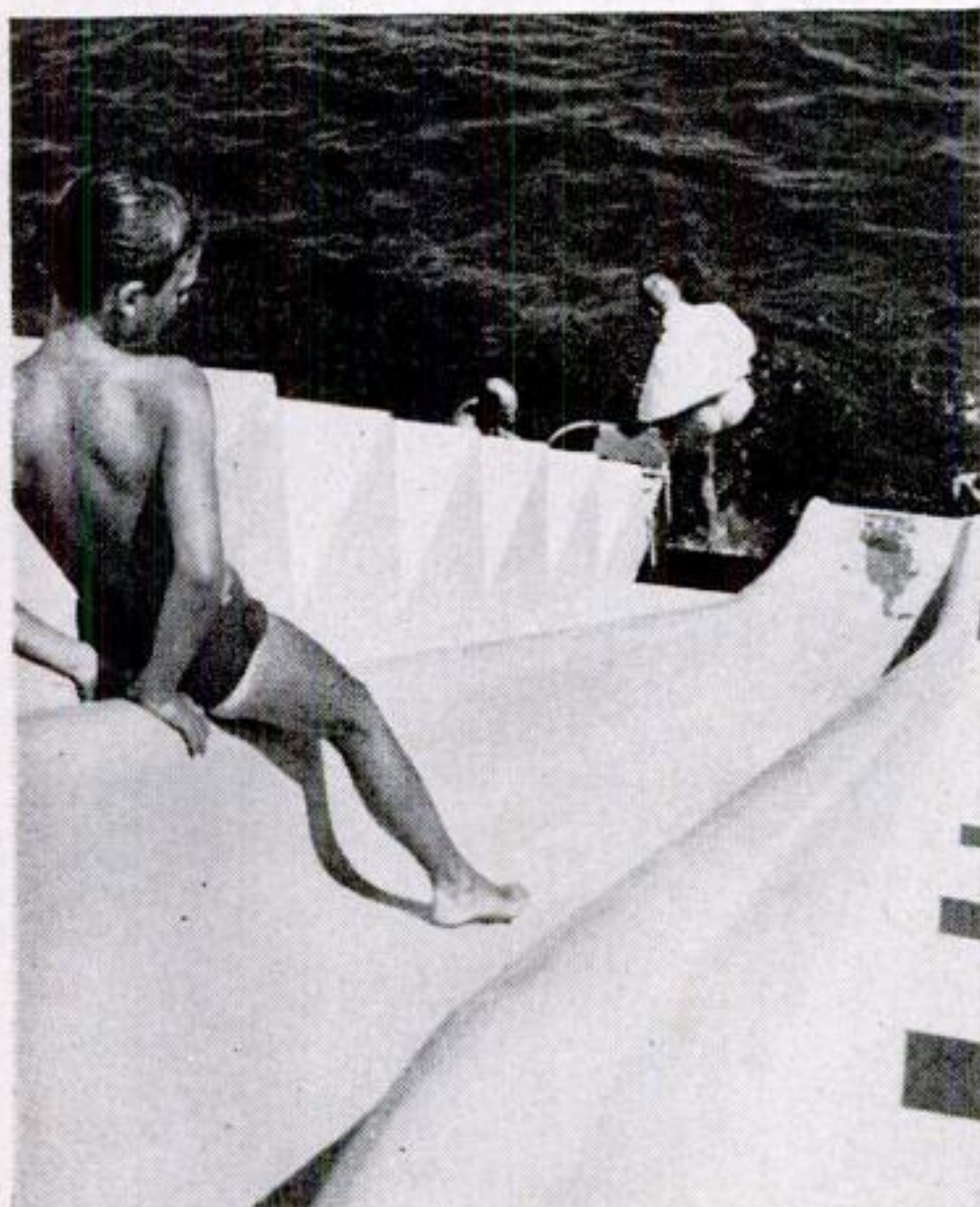




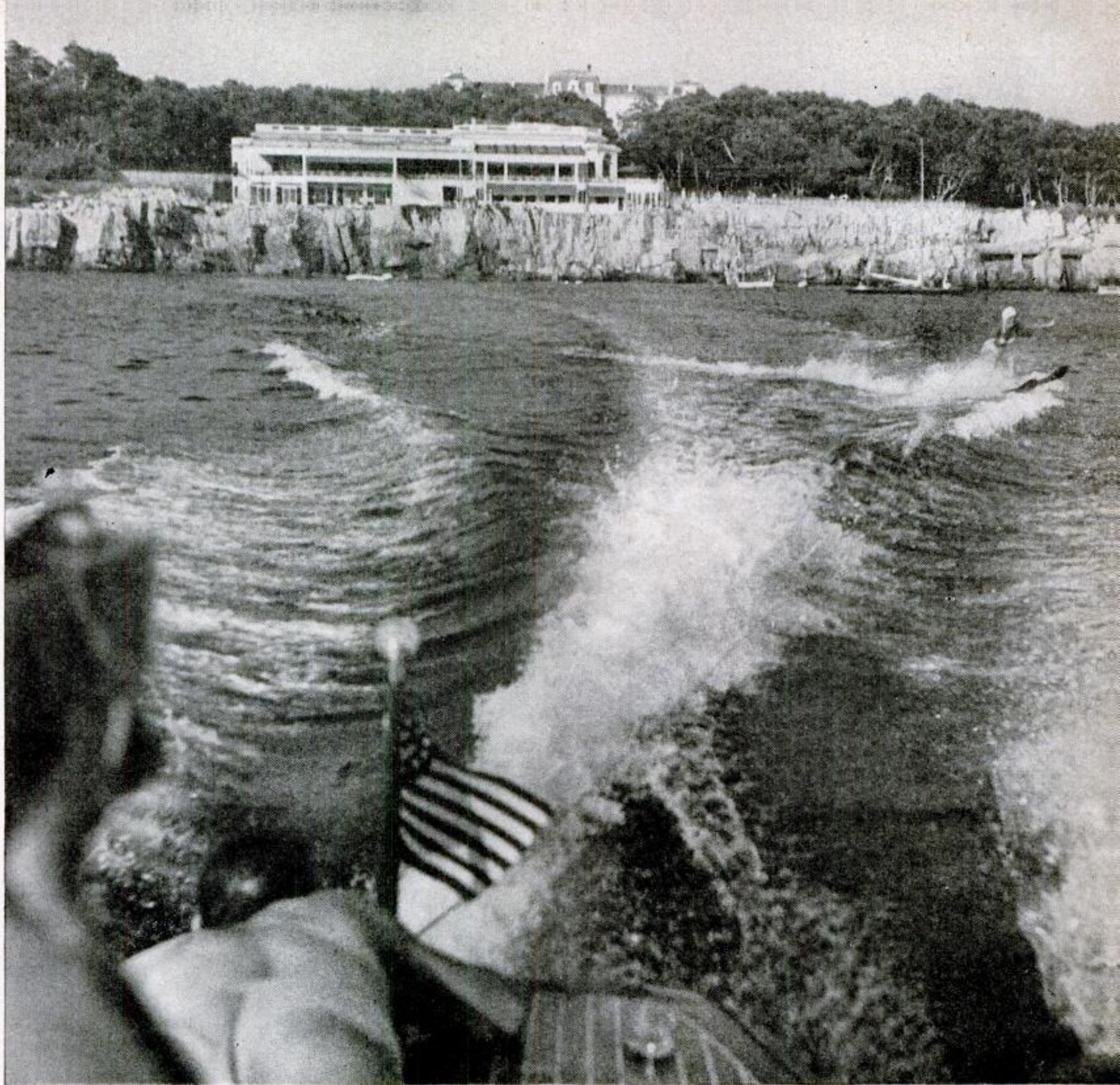
**MOST BEAUTIFUL** figure belonged to Miss Côte d'Azur 1947 (left). She lunched (p. 138) with Shah of Persia.



**MOST DRAMATIC** gestures were struck by Orson Welles, up from Italy to talk business with Darryl Zanuck.



**MOST EXCITING** was slide leading from Ali Khan's pool to the sea 25 feet below. The boy is the Ali's elder son.

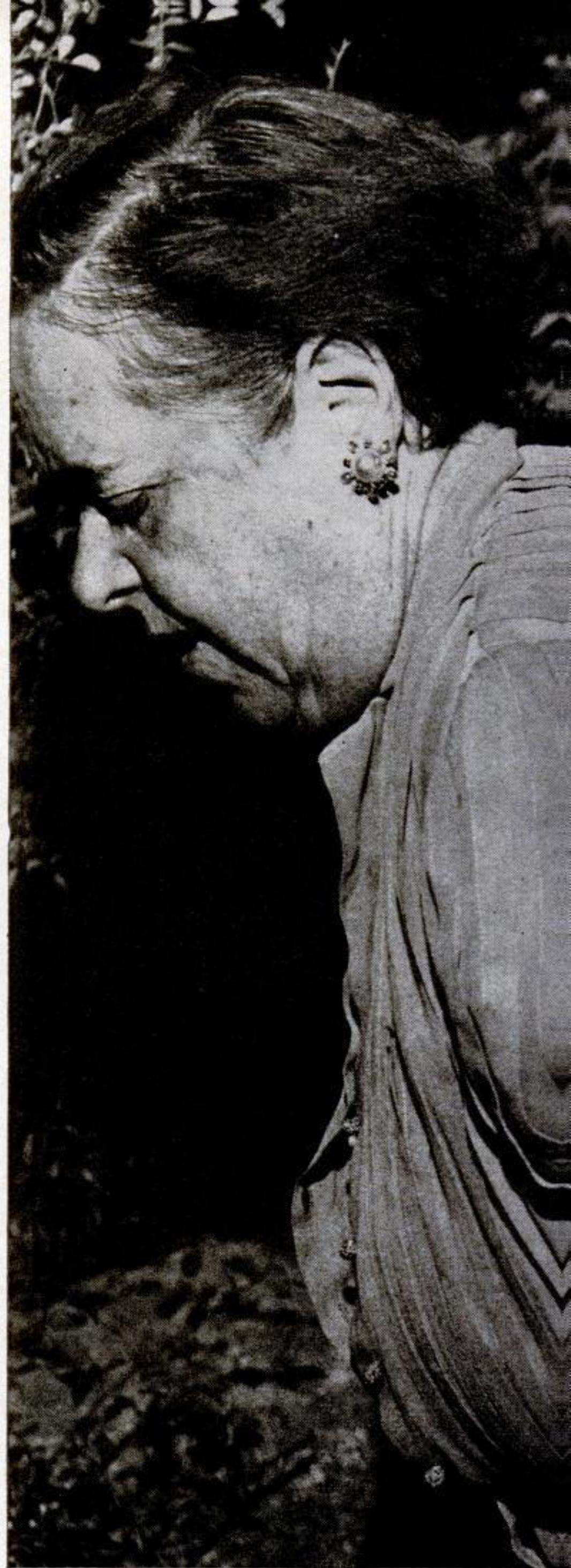


**WATER SKIING** Enthusiast Sonja Henie (above) takes a turn behind a speedboat in front of Eden Roc. Building on shore is the Pavilion. Behind it is Hôtel du Cap.

**YALE BOYS** surround a Smith girl on trapeze boom over the water. The boys were on a bicycle tour, camped out in ruins of an old fortress on tip of Cap d'Antibes.







PASSING A WELL-CLAD GENTLEMAN ON WOODED PATH, LADY TUGS MODESTLY AT HER SUIT

AT HER PARTIES ELSA MAXWELL (LEFT)



LINDA CHRISTIAN, in Zanuck's cabaña, smiles down on Elsa Maxwell. Actress Linda is engaged to marry Tyrone Power.



ALBERTO DODERO, the Argentine multimillionaire, stands and chats with guests at a luncheon at one of his two chateaux.



RITA HAYWORTH has lunch at the Ali Khan's villa the day she stood up the Shah of





INTRODUCED HOLLYWOOD VISITORS LIKE TYRONE POWER (CENTER) TO LEADERS OF RIVIERA SOCIETY LIKE THE DUKE OF WINDSOR



Persia (p. 138). Here on the terrace the Ali Khan, smiling, bends to pour Rita a drink.

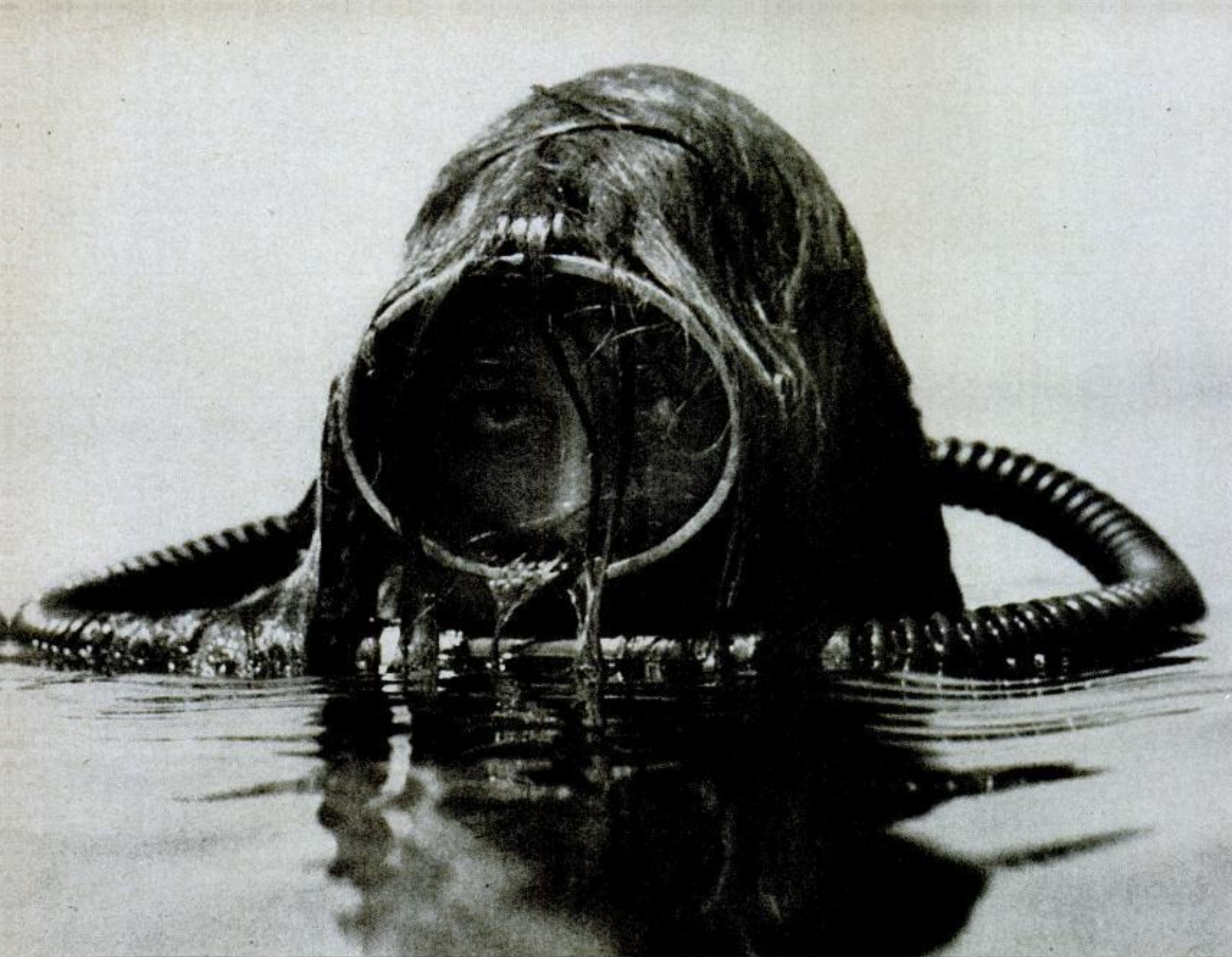


WINSTON CHURCHILL II, grandson of the war leader, relaxes with his mother Pamela, ex-wife of Randolph Churchill.



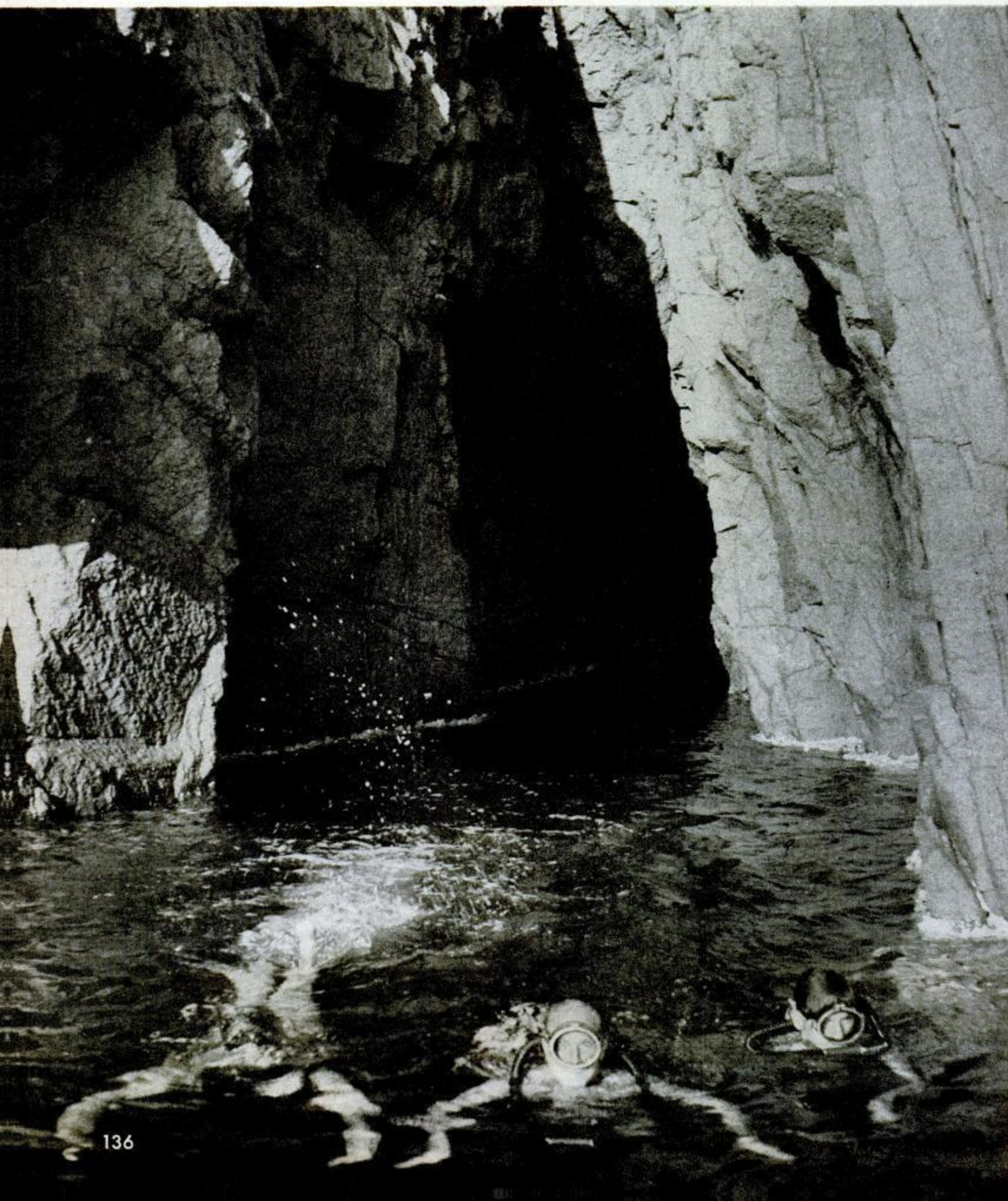
ANNABELLA, ex-wife of Tyrone Power, lunches with Michael Romanoff. He is no relation to Hollywood's Prince Mike.



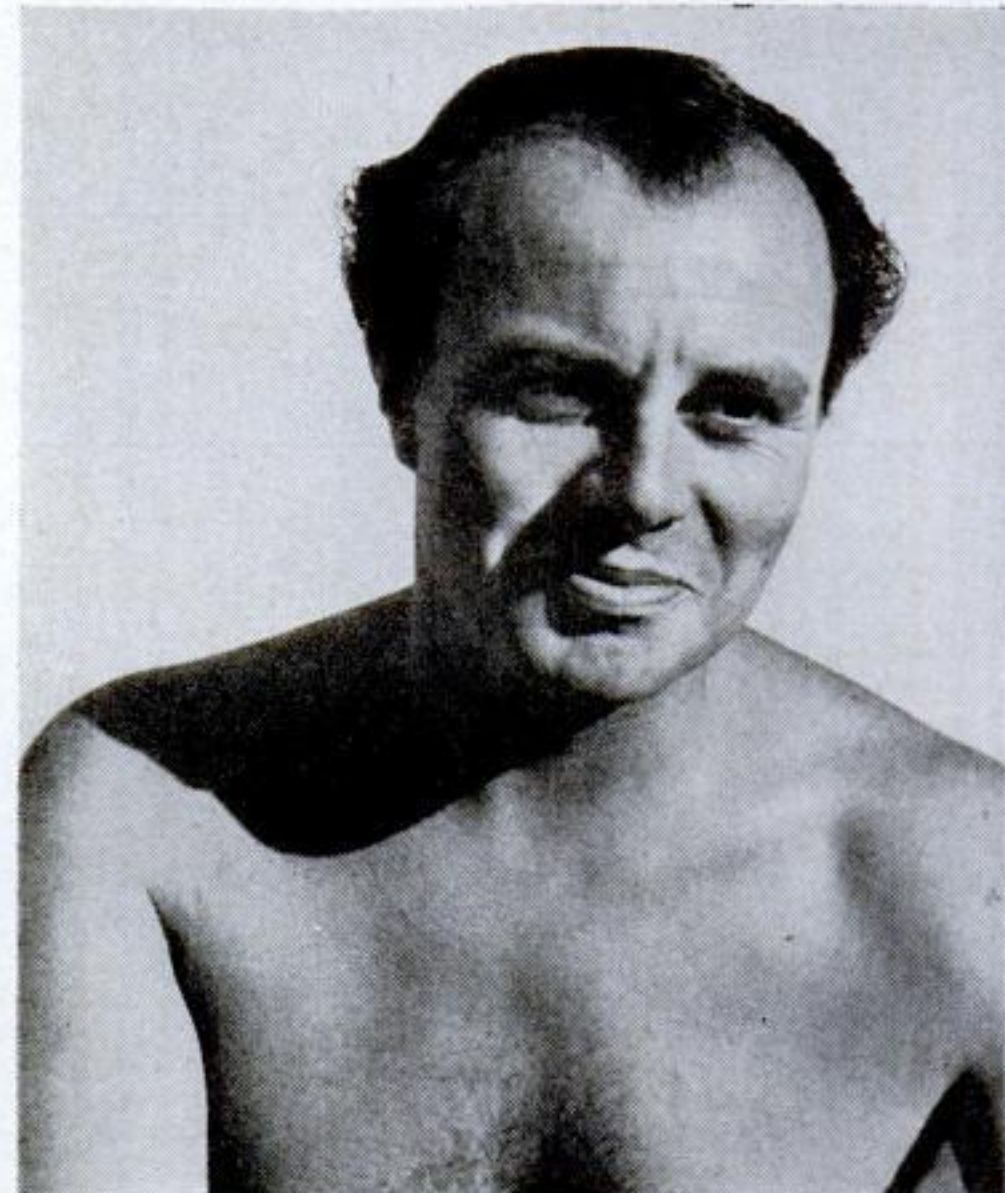


**UNDERWATER SWIMMING** is a favorite sport with more athletic Riviera visitors. Above: Monique Broussard comes out of the water looking like a marine mons-

ter in her diving apparatus. She breathes compressed air from a tank. Below: swimmers come from exploring an underwater tunnel they call Cathedral of Notre Dame.



## RIVIERA CONTINUED



**PRINCE ALI KHAN IS A NOTED SPORTSMAN**

## A CAREFREE KHAN WAS RIVIERA'S MAN OF YEAR

The chatter of the international set was always about gay dinners, swimming parties, new arrivals, current romances—and the Ali Khan. The Ali, an Indian prince, is the 38-year-old son of the Aga Khan, one of the world's richest sportsmen who in his day cut quite a figure on the Riviera. Like his father whom he will some day succeed as the spiritual head of some 20 million Moslems, the Ali likes opulence (he bought the late Actress Maxine Elliott's famous villa, Château de L'Horizon) and handsome women. Because he himself is handsome, has separated from his English wife and will some day be literally worth his weight in gold (as a gift the Aga Khan's subjects match his weight, pound for pound, in gold annually), he is causing a great stir among the ladies, notably Rita Hayworth. As for the men, as Elsa Maxwell notes philosophically, "When any young man happens to be an Indian prince and a great sportsman and walks away with other men's lady loves, there's no reason why they should bear any particular friendship for him."



**SWIMMERS KICK THEIR WAY TO SURFACE**





**SMALL OUTDOOR SUPPER** was given by Elsa Maxwell and Mrs. "Dickie" Fellowes Gordon at their pleasant farmhouse near Cannes. The guests sat on a stone terrace around a 12-ton millstone, ate iced melon, Spanish rice with chicken (made personally by Mrs. Fellowes Gordon), ham, salad, ice cream, coffee; drank white wine and champagne. Clockwise around table are Elsa Maxwell and the Duke of Windsor (top), Dolly

Dorelis (formally Mrs. Laura Hylan Hemminway Fleischmann O'Brien Dorelis), Clark Gable, who was visiting Mrs. Dorelis, Mrs. Darryl Zanuck, the Marquess of Milford-Haven, who was best man at Princess Elizabeth's wedding, the Duchess of Windsor, (taking salad), Darryl Zanuck, Jean Howard, Jack Warner, Linda Christian and Tyrone Power. Mrs. Fellowes Gordon and four other guests were seated at a small table nearby.





**ANDRE SELLA**, the proprietor of the Hôtel du Cap d'Antibes, has become a philosopher, diplomat and a friend of the great.

## M. SELLA

### Hotel proprietor is a social philosopher

by **CHARLES J. V. MURPHY**

CAP D'ANTIBES, FRANCE

ON a hill just above the pool at Eden Roc sits the Hôtel du Cap d'Antibes. I was attracted to this establishment in part because of its strategic location and even more by the world renown of its proprietor, M. Andre Sella. Bald, jovial and self-assured, M. Sella comes from a long line of Italian hotel proprietors. In the gay and constantly shifting affairs of Europe's prewar international set he occupied a position roughly analogous to that held on our continent by the late Lucius Boomer of the Waldorf-Astoria. There was hardly a figure of wealth and power in prewar Europe whom M. Sella did not know. But more than the bankers, maharajas and industrial tycoons, he preferred the occasional poet and philosopher who could afford his charges. Anatole France was a frequent guest and a close friend. He and M. Sella used to walk together through the leafy paths near the shore and discuss human folly while sitting on a marble rock facing the sea. As a memorial to those pleasant occasions, after Anatole France died M. Sella had a phrase from the philosopher's writings carved on the marble rock. What he chose to have chiseled on the rock tells a good deal about M. Sella: "What was, is. What is, will be."

In the nature of things the guests of the Hôtel du Cap live expensive and chaotic lives and M. Sella cleaves through their rich disorder with gyroscopic control. Only the other day, by chance, I saw this remarkable man with an almost invisible signal and a gleam in the eye master a *crise* which in less adroit hands might well have shattered the aplomb of his staff and even affected the relations of governments.

IT was on the now famous occasion when Rita Hayworth, in full anxious view of several hundred of M. Sella's guests, stood up the Shah of Persia for lunch. The details were never divulged but there was no mistaking the fact that the shah was taking Miss Hayworth's oversight with something less than Persian calm. A dark-visaged young man with crinkly hair, padded shoulders and a brooding sense of injustice, he sat alone at a table set in a kind of bay window in the Pavilion, scowling furiously at the sunny Mediterranean. Several hours before, word had flown around the flesh-draped crags of Eden Roc that Rita and the shah would lunch together at the Pavilion at one o'clock. Then, with the hands of the clock well past 2, the same practically infallible grapevine informed

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Matching nylon bra \$1.50





the fascinated company that Rita, like General Sheridan on another famous occasion, was 20 kilometers away, lunching at the Château de l'Horizon with the Ali Khan, who also admires beautiful women.

The gloomy shah sat with his back to the terrace, as if lost in thought. But the empty *apéritif* glasses multiplying on his table, the smoke issuing volcanically from the butt-filled ash tray testified to his inner agitation. With troubled mind I thought of the oil of the Persian Gulf, all the trouble in the Middle East, and my British luncheon guest, an air vice marshal who had once been a diplomatic agent in that part of the world, said softly, "One day you Americans will pay for pretty Rita's whim." But M. Sella, from his special table near the entrance to the kitchen, contemplated the scene with almost clinical care. After some thought he wrote a brief message on a calling card which he passed to his head waiter. A little later came the almost invisible signal of the hand. Then a handsome woman materialized beside the shah's table. Her numerous charms, practically all visible in the Riviera manner, immediately made a favorable impression upon the shah, who rose gallantly to his feet. Then together they made their way to the long-deserted table that had been reserved for the missing guest.

"And who is that?" I asked in awe. "A charming young woman," answered Sella, "Mademoiselle Côte d'Azur of 1947. Who else could cope with such an emergency?" How it was done I cannot say. It was an example of the hidden genius of a great hotel man. The tension left the terrace, and a smile lightened the shah's countenance as he confronted his blithe companion across the well-laden table. "Only a moment ago it looked like Waterloo," M. Sella remarked with satisfaction, "but it's beginning to look more and more like Austerlitz."

**I**N addition to being a skilled diplomat Sella is also one of the most acute social critics of our times. Long before I met him I had come to regard him with respect because of a story told about him by a friend of mine. In 1936 this friend, an amateur golfer from Eire, had motored from the Hôtel du Cap to Biarritz, on the Atlantic side of the French coast, to play in a social tournament. From Biarritz, Spain is in plain sight, and from the fourth tee my friend heard the guns of the Spanish civil war. Deciding on impulse that it would be much more amusing to see a Spanish revolution than to knock a golf ball around, he hurried back to the clubhouse, changed his clothes, got into his Rolls Royce and talked his way across the frontier. There, to his dismay, he found himself caught up in an honest-to-God battle, with real bullets zipping around and plenty of corpses on the streets. In his own phrase he was damn near scuppered before he got back across the border. Even in France he sensed a new quality in the atmosphere, a sultriness and rising tension that he had not noticed before. "In any case I didn't blow the horn any more than I had to, at least until I got past Marseilles. After all, a Rolls Royce. . ."

Back on the Riviera, however, all was gay and charming.

My friend, in recounting his experiences to M. Sella, wound up with the cheerful thought that come what may one thing was sure, the Riviera would never be Communist.

M. Sella (according to my friend) looked at him gravely. "Do you really believe that? Myself, I am not so sure. The history of this hotel does not make for confidence in the survival of any one class or, for that matter, of any existing social habit. In the first place this hotel was built many years ago by the owner of the *Paris Figaro*, M. de Villemessant, out of a highly idealistic desire to provide an agreeable atmosphere in which distinguished artists and writers would be inspired to works of invention. But unfortunately it proved too expensive for them, and when my father bought the hotel in 1888 it was for the express purpose of catering to the British and Russian aristocracy—the Russian grand dukes, that is. Well, you know what has happened to the Russian aristocracy. And every year the dukes and earls of England have grown a little poorer. In my own lifetime I have seen the Spanish grandees, the German and the Italian nobility wiped out. Along with them vanished the hereditary classes of the Austro-Hungarian Empire, as well as the old French aristocracy. Then in the great depression I saw the American millionaire brought down. As each class was subtracted the character of my hotel was affected.

"Moreover the hotel's function has in my lifetime been reversed. It started as a winter resort. The Edwardians, who regarded it as a breach of manners for a man to be seen in public with his coat off, had no choice but to desert the Côte d'Azur with the coming of the summer heat. So the hotel was closed all summer. Now we are open in the summer and closed in the winter.

"No, nothing concerning the rich is fixed in this world. It would not surprise me at all to see the Riviera under the Communists."



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**SAFE!**—Can't possibly hurt even children, because disposer can't start without safety lid on! Protects family from disease-carrying flies and vermin by disposing of food waste before it becomes garbage!



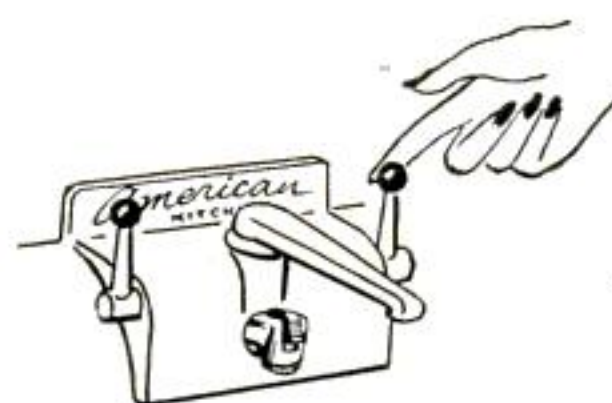
**TROUBLE-FREE!**—Can't jam nor clog because patented "knee-action" permits pulverizer hammer arms to pivot—positive protection against jamming even if metal or stone is accidentally dropped into disposer!



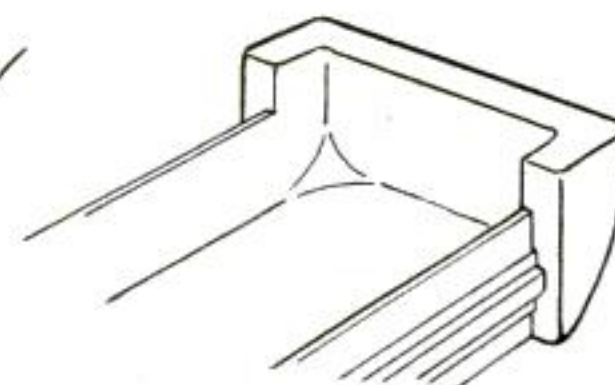
## VENTILATOR... FINGER-TIP FAUCETS... ROUND DRAWER INTERIORS!



**ODOR-FREE!**—cooler—and cleaner! Your kitchen will be all 3 with this revolutionary new whisper-quiet ventilator! Beautiful aluminum grill mounts flush against wall. Uses even less current than a 60-watt bulb!



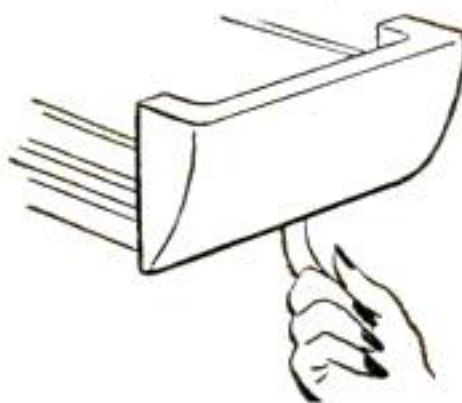
**MODERN** lever-type faucets turn on or off with flick of finger! Built-in spray has push-button control. Exclusive faucet mounting eliminates usual dirt-catching ledge... permits extra bowl width front to back.



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## AND MANY, MANY OTHER MAGIC WORK-SAVERS!



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**EXCLUSIVE** extended counter top design allows plenty of knee room... permits your working up close to counter without standing in unnatural, stiff-legged discomfort! Base is recessed for extra toe space.



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parison. Yet for only a few dollars a month you can enjoy the luxury of one of these beautiful dream kitchens—complete even to the wonderful new combination Serv-Cart and movable work table shown at right above. Send 25c for 2 handsome, full-colored booklets on smart new treatments for every type of kitchen. Address American Kitchens, Dept. L-9, Connersville, Ind.

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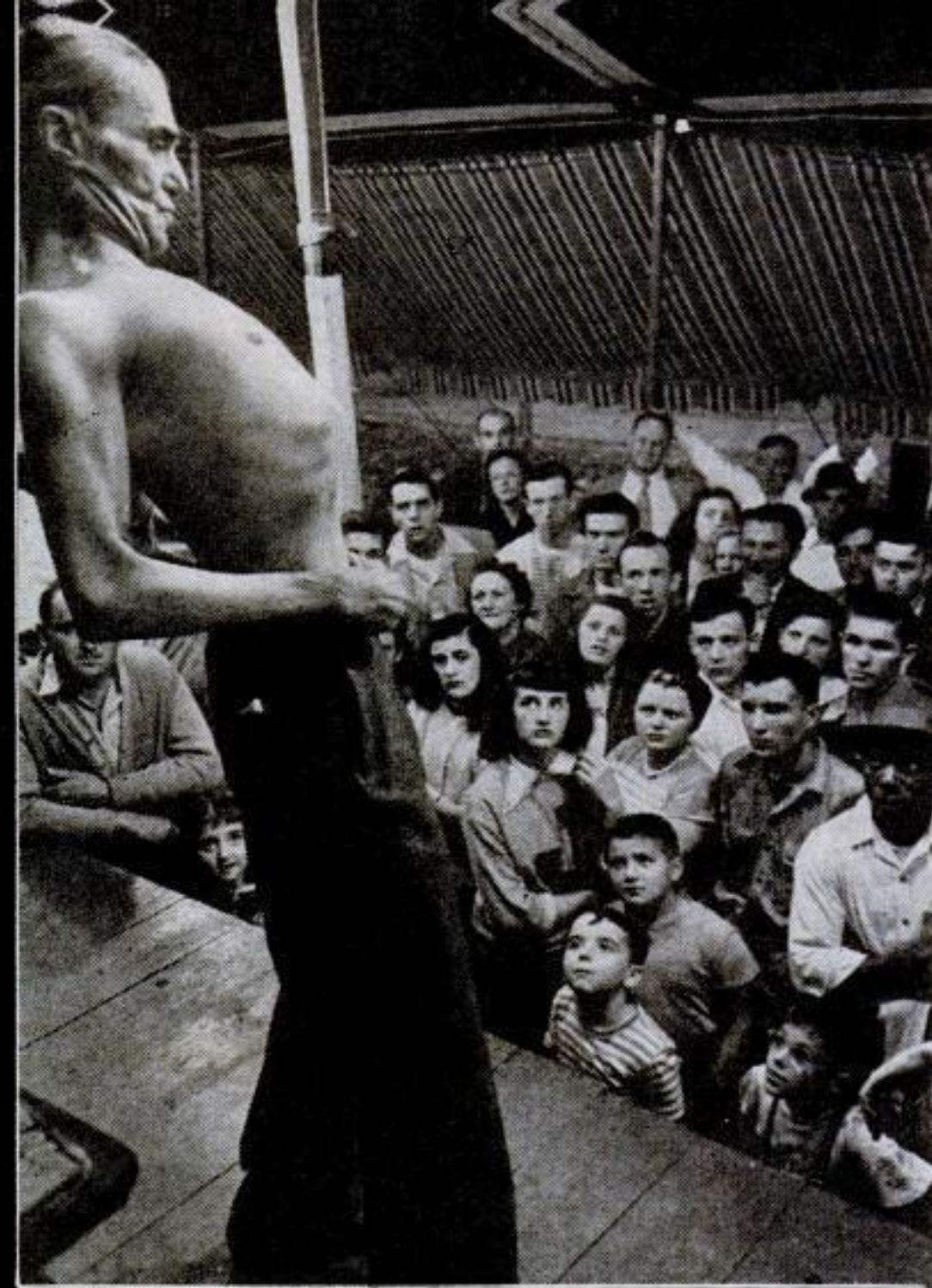




THE MAN FROM MARS



VANITIES OF 1948

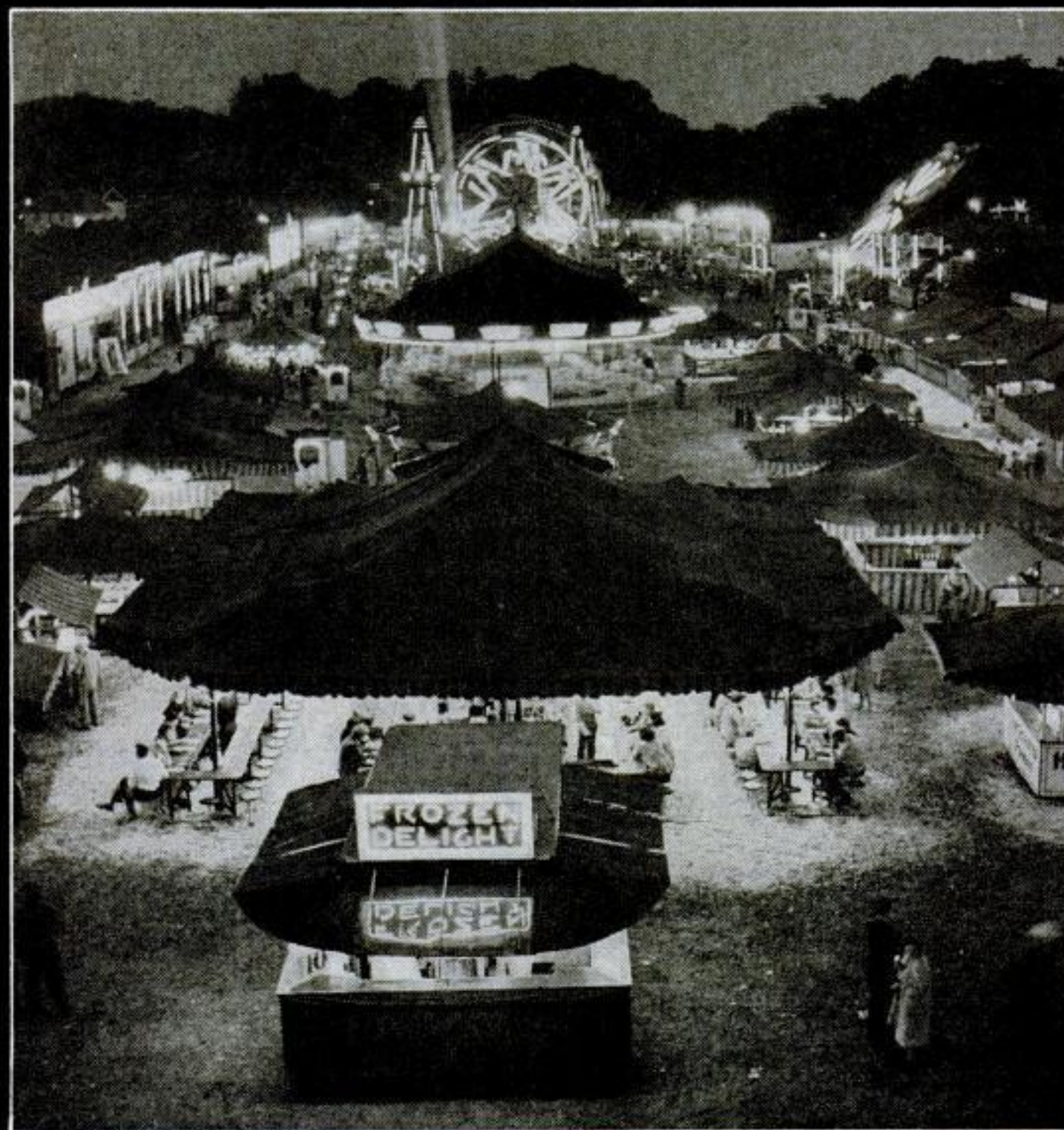


CONTORTIONIST PRESSES STOMACH TO BACKBONE



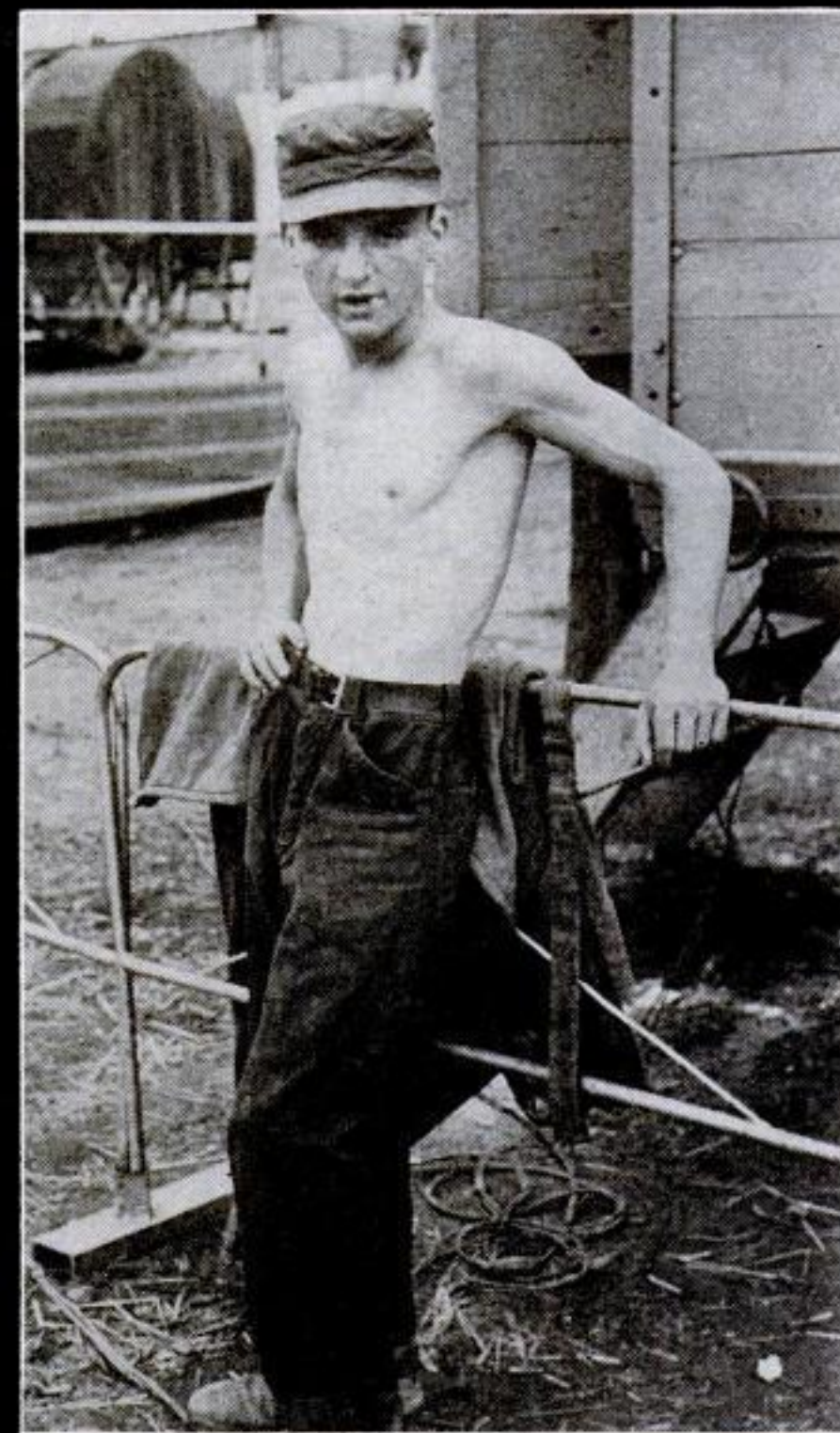
BALLOONS, 25¢

JULIUS, THE PINHEAD



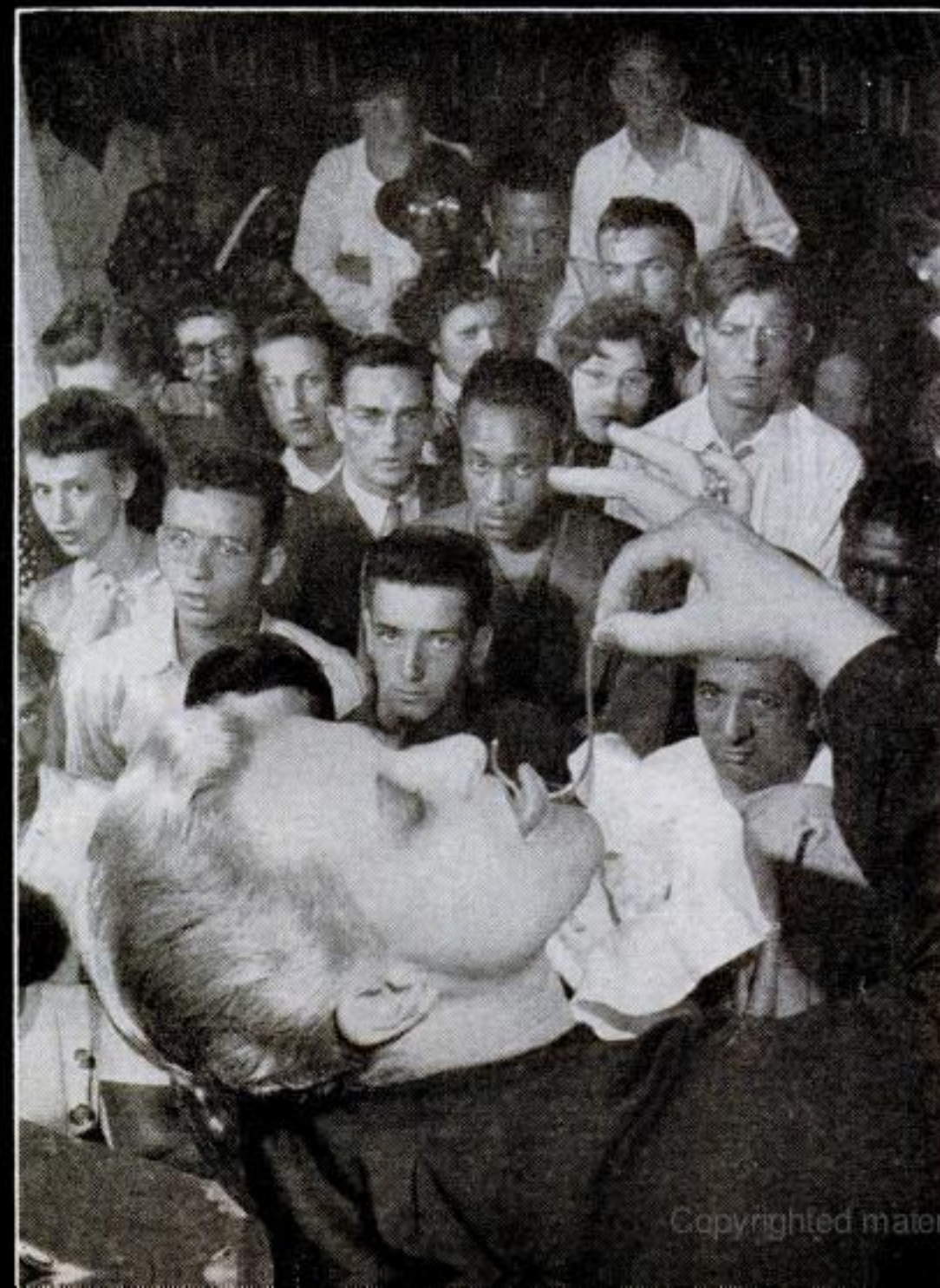
WORLD OF MIRTH, 8 P.M.

TERRY STRONG, DAREDEVIL

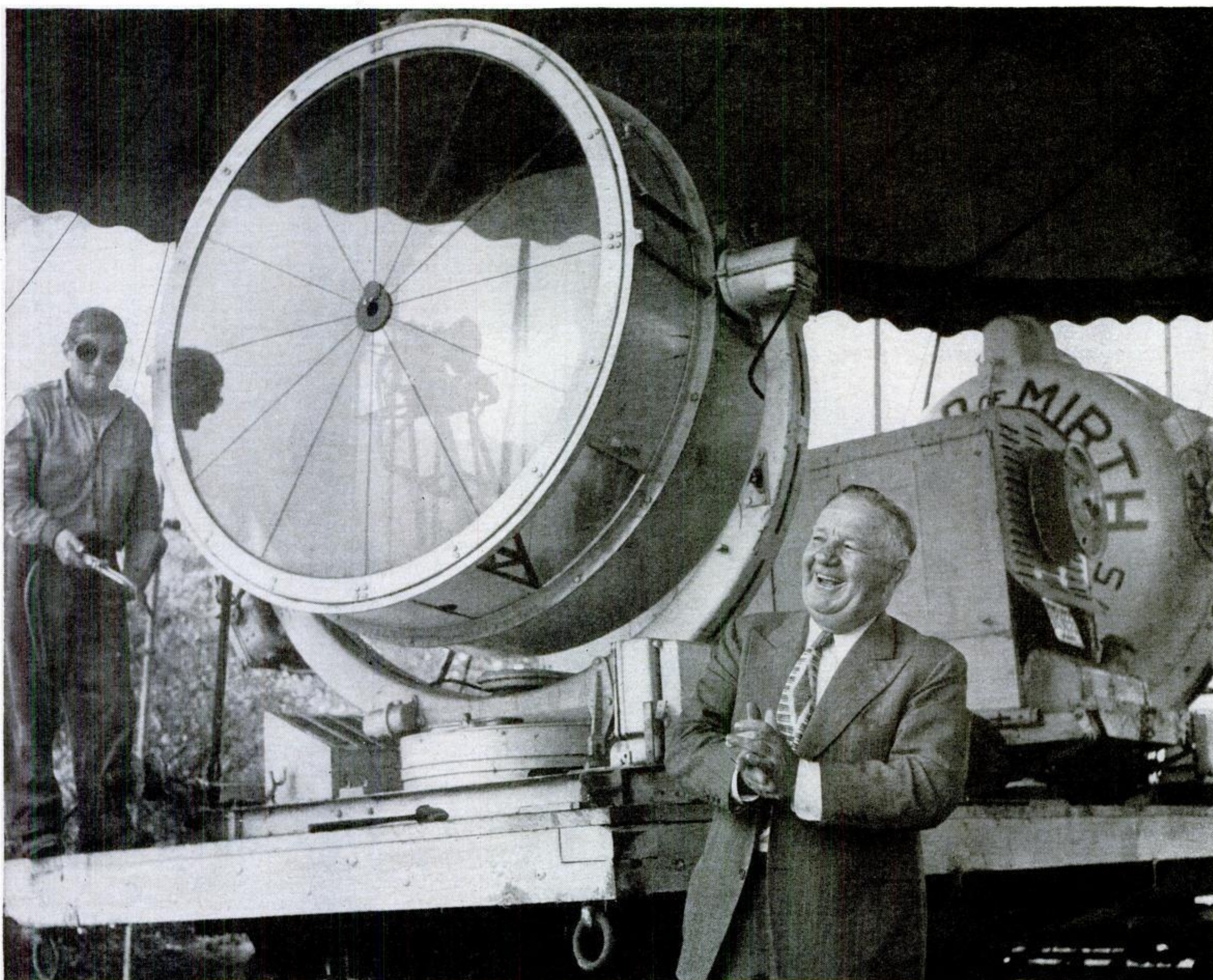


ROUSTABOUT

THE IRON-TONGUED LADY







BESIDE A GIANT SEARCHLIGHT, FRANK BERGEN LOOKS DOWN THE MIDWAY AND WATCHES WHEELS TURN FOR ANOTHER CARNIVAL DAY

# The World of Mirth

Frank Bergen, 41 years a carnival man, presides delightedly over pinheads, hula girls, trick riders, pitch games and a full cash box

by WILLIAM LINDSAY GRESHAM

**T**HE carnival goes on forever. In a world of scare headlines, mushroom clouds and hot-and-cold running wars the carnival wheels through the seasons, having its ups and downs and coming back where it started, like a carved horse on a merry-go-round. Today its "talkers" use public-address systems, its Ferris wheels carry fluorescent tubing, but it is the carnival still, surviving plagues, wars, floods and the crash of dynasties. It will even survive television.

In this country and Canada there are about 350 carnival shows. In size they range from tiny five-truck outfits up to gigantic railroad shows traveling on 50 double-length flatcars—portable amusement parks with hundreds of employes. Yet in essence all are much alike: a merry-go-round, a Ferris wheel and some games, shows and concessions. They come out of winter quarters in early spring, play "still dates"—sponsored by veterans' or fra-

ternal organizations—until the fairs begin in midsummer and then cover the country's 2,500 fairs until fall. A carnival midway is essential to every real (so-called "agricultural") fair and the farm exhibits of the fair bring customers to the midway.

The customer sees a midway as a blaring confusion of lights, thrills, curiosities, dancing girls and cotton candy. To a "carnie" it is a tight little community in which, by plenty of hard work, he may make enough in 30 weeks to tide him comfortably over the winter. Or he may lose his shirt, depending on the break he gets from the weather. To be a successful all-round carnie one needs a rugged physique, a wide variety of skills and a knowledge of human nature. A warm heart and a fatalistic trust in Providence won't hurt any, either.

Frank Bergen, owner of the gigantic World of Mirth, has all these quali-



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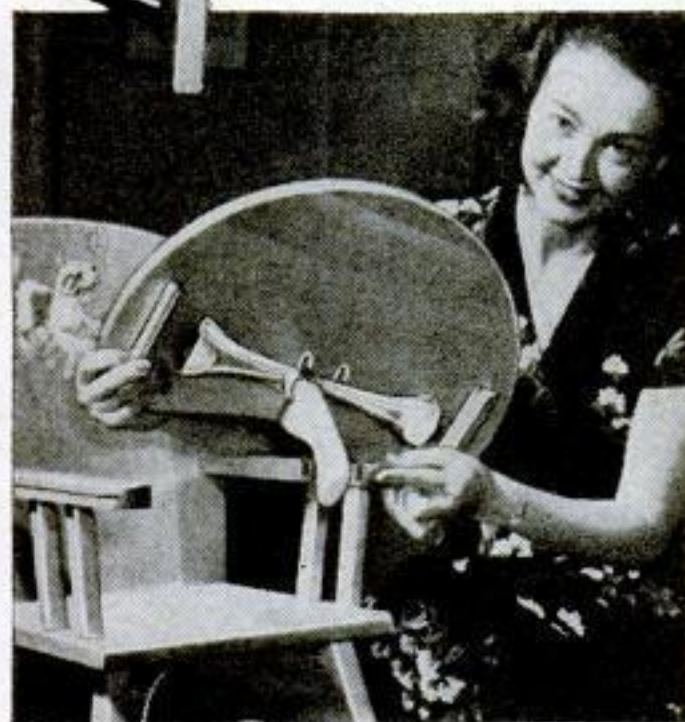
## BABYGUARD HI-CHAIR

### WITH THE HOSPITAL-TESTED SAFETY-POST\*

Thayer has added extra safety to the safest high chair ever built! A new SAFETY-POST\* makes it impossible for a child to squirm out of the THAYER BABYGUARD HI-CHAIR. Promotes good posture, too, by preventing slumping. Yet baby sits in perfect comfort, with no sense of irritating restraint. Because of its low center of gravity, the THAYER BABYGUARD cannot be tipped by any child of high chair age—or even by one much older. The Safety-Post\* is attached to the easily washable Sani-Tray. The tray position is adjustable with baby's growth. Mother can slide the Sani-Tray on or off in an instant, but baby cannot move it. Before you buy a high chair, see the ultra-safe THAYER BABYGUARD at your favorite store!



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\*Pat. appld. for



**Thayer MEANS THE FINEST IN JUVENILE PRODUCTS**

## WORLD OF MIRTH CONTINUED

ties in abundance. Now 62, he is a little under medium height and has weighed 190 pounds for the past 30 years. Born of hard-working Irish-American parents, he had 14 brothers and sisters, grew up milking cows on a Staten Island farm, was apprenticed to learn the ship joiner's trade and left it at 21 to go with Joe Ferari's Wild Animal Show as a "grinder."

"A grinder," Frank explains, "that's a fellow working the front. He keeps talking, trying to 'build a tip' and hold them until the show inside is over and the outside talker comes back to the bally platform. I'll never forget it—the first time I got up there. I was tongue-tied. I stood there, it seemed like 10 minutes, speechless. Well, Joe, he just let me stand there. And finally I got hold of the megaphone—we didn't have no loudspeakers then—and started hollering something. After a while I learned."

Bergen's voice today is low-pitched and hoarse, a relic of his years with the megaphone, but in moments of crisis he can make it carry from one end of the midway to the other.

"Joe had a little pinhead in a tent all by herself. She was a colored woman, 3 feet, 9 inches high, with a head no bigger than a coconut, and that's the truth. That was part of my spiel: 'She wants to see you—that girl! Minnie-Ha-Ha, the Australian bushwoman, with a head no bigger than an orange!'" Bergen's battered face crinkled with affectionate memory. "She was 50 years old, Minnie, but she acted like a 3-year-old kid. She loved the bright lights and the crowds and all the fuss made over her. And she was jealous, just like a kid. If she thought you were paying too much attention to somebody else she'd start having a temper tantrum. The only way to quiet her was a little gray monkey. If you got her to playing with that monkey she'd quiet down and a minute later she'd be taking hold of your hand and wanting you to play dollies with her. That was a long time ago."

"Well, inside of a week I could leather-lung it along with the rest, only it took a while for me to learn to talk from the belly up, like the oldtimers. My voice would give out after an hour. But the old carnies could keep it up all day long. You want to know what makes a real carnie—well, now, Joe Ferari, he was one. He trained the lions in the show himself. He'd come out front and get on the steam organ and play all sorts of operatic pieces without missing a note. When he got a good tip collected he'd start making an opening—telling them what was inside. And when he knew the time was right—you can tell by the way some fellow near the ticket box will start putting his hand in the pocket where he carries his loose change—when Joe would feel that moment had come, he'd start urging them to come inside and believe me, they'd come. He'd 'turn 'em' every time. Then Joe, he would duck in and start putting the lions through their act in the big cage. He was real carnie, Joe. Nothing upstage about him. When we pulled into a new town Joe would be right out there Monday morning, swinging a sledge with the rest of us, putting up his top and staking it down. That was over 40 years ago and Joe Ferari is still living. He's over on Staten Island today, buying up old merry-go-rounds and rebuilding them. He's a woodcarver too. He can carve a new leg or tail for one of the horses as nice as you ever saw."

### The old days were tough

**I**N time of war any outfit is lucky to get a real, dyed-in-the-wool carnie in its ranks, for he makes an ideal soldier. Accustomed to living out of doors, he can handle canvas, repair a tractor's engine, judge the weather by the "signs," carry on for three days without sleep if necessary and is inclined to let tomorrow take care of itself. Also, he has a carefully cultivated gift for getting along with those in authority without losing his self-respect. This is developed by years of contacting sponsoring committeemen and also by learning a tactful approach to local officers of the law, whether there is anything objectionable in the show or not.

"You can see why some fellows have geek shows and blow-offs and stuff like that," Bergen said. "A geek—that's a fellow playing a wild man, he bites the heads off of snakes. And the blow-off—that's when a girl show is over and they have an annex, 50¢ admission, where the girls take it all off. There's never been nothing like that around the World of Mirth. But no matter how clean a show you've got you'll once in a while meet up with cops that have their hand out, just because you're carnie. In the old days we used to work for dimes and it was really tough to make a dollar. A fellow running a carnie in those days soon found out what the folks would pay to see and he'd give it to them. And in a way he had to, to get out of the red, move his show and have something to see him over the winter so he could go out the next year and not owe anybody back wages."

CONTINUED ON PAGE 146



# "So Soft, Like Naturally Curly Hair..."

## IT'S THE GRANDEST HOME PERMANENT I EVER HAD!"

says Eileen Seigh, Olympic Skating Star appearing in New York's "Howdy, Mr. Ice."

"My Portrait wave is really different! It's so soft and lovely...like naturally curly hair. I tell all my friends it's the grandest home permanent I ever had!"



## "SOFT CURLS THAT REALLY STAY IN,"

says Martha Braswell, Pan American World Airways Stewardess, of Shreveport, La.

"The difference is amazing! My Portrait wave seems to get lovelier as time goes on. It holds its settings from one washing to the next. No other home permanent has given me such a lasting, natural-looking wave."



## "THE MOST MANAGEABLE WAVE I EVER HAD,"

says Juanita Wittenborn, Home Economist, of Benton, Illinois.

"I've tried other home waves but I've had the best results with Portrait. My wave is soft, natural-looking. Those springy curls fall right in place. And settings last so long."

## IT'S EASY TO GET THIS LOVELY WAVE

### YOUR NEXT HOME PERMANENT

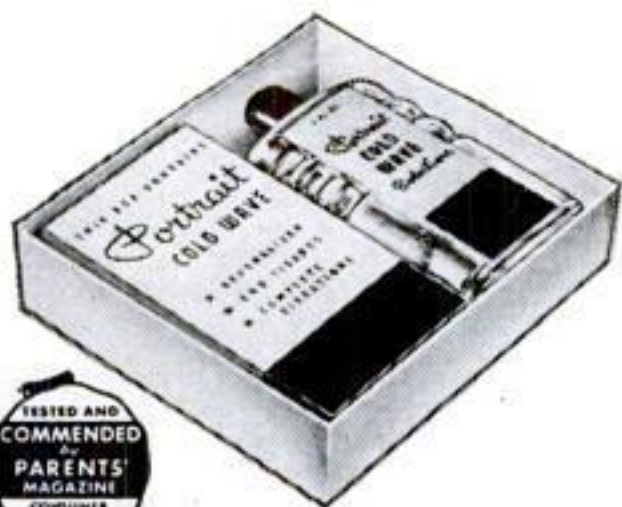
• Make your next home permanent the loveliest ever—get a Portrait Refill! For Portrait's extra-mild lotion never "forces" a wave. Instead, it gently coaxes a lovely, natural curl into your hair. An elastic wave that's in to stay. Springy... lively... and so manageable it holds its settings from washing to washing.

A Portrait Refill works with any plastic curlers. It costs only \$1.00 plus tax and contains Portrait extra-mild wave lotion, end tissues, and neutralizer.

### YOUR FIRST HOME PERMANENT

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Enjoy the soft, natural curls of a Portrait Home Permanent. The complete Portrait Kit, with exclusive Twin-Grip curlers, extra-mild wave lotion, end tissues, and neutralizer is only \$2.00 plus tax. Get a complete Portrait Kit today.



# Portrait

TRADE-MARK

## HOME PERMANENT

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AMERICA'S MOST  
 WANTED GABARDINE!



Choice of Well-Dressed  
 Men Everywhere!

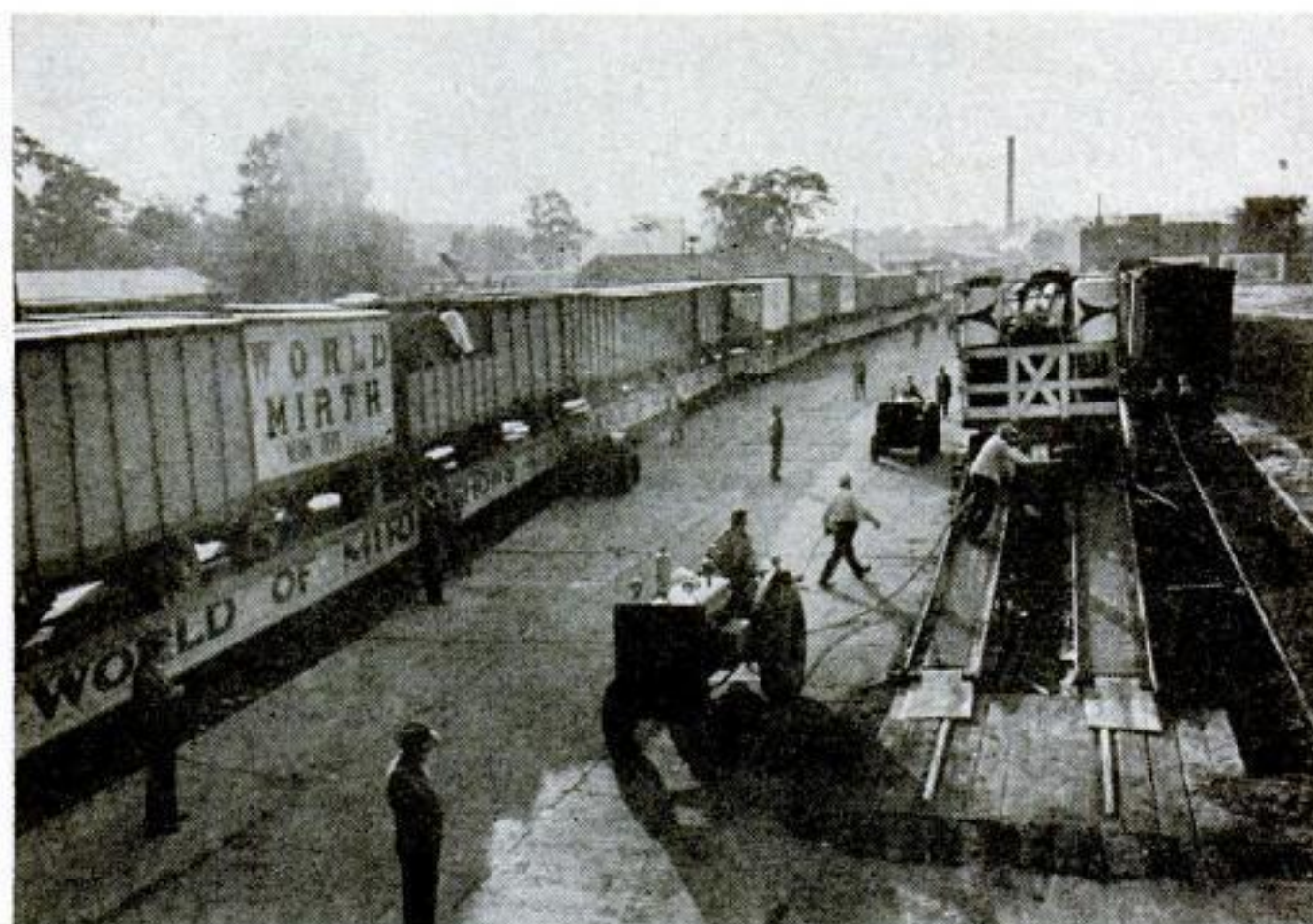
Compare quality and price . . . you'll quickly see why there is such a great demand for Alligator Gold Label! It's the aristocrat of fine rainwear! Versatile, fashionable—a year 'round all-wool gabardine, processed with Alligator's long-lasting water repellent finish. Handsomely styled, impeccably tailored.

BETTER DEALERS FEATURE:

**ALLIGATOR**  
*Rainwear*

because . . . IT'S SURE TO RAIN!

The Alligator Company, St. Louis, New York, Los Angeles



ON THE ROAD the World of Mirth travels in wagons hauled onto flatcars. Meanwhile layout man is busy planning the new setup at next destination.

## WORLD OF MIRTH CONTINUED

"I've 'paid off in the dark' myself and I know what it's like. That's when you finish the season owing back wages. I'll never forget one night in Richmond, Va. We had played to terrible business all season and when we got back to winter quarters in November the last to get paid was the train crew. I had just \$18.60. I spread it out on an up-ended oil drum in the freight yards and I says, 'Well, boys, that's it. This time we just didn't get it.' We all split even—no hard feelings. In this business everybody can understand a blank season when you just don't get it. It can happen to anybody. They know they'll get their dough in time if they stick with you. And all of my boys did."

When Frank Bergen started out in the carnival business he got \$15 a week. He sent \$5 home to his mother; his father was dead and all the kids old enough to work had to help out. When he had worked up to \$30 a week Ferrari took him in as a partner. He has never smoked or taken a drink in his life and he saved his money. In time he booked a sideshow of his own and when Ferrari sold out Bergen bought some rides and the monkey circus. When business was good he paid off old debts and when it was bad he borrowed from his friends. The depression hit the carnivals and one spring Frank had to owe the landlord for the winter's board. The first four weeks of the season were steady rain and Bergen borrowed \$350 from a bootlegger acquaintance to move his show. "I just figured the rain couldn't last forever and I went ahead. Well, that was rock bottom. I've been on the upgrade ever since." In 1935 Bergen bought out his partner and renamed the show World of Mirth.

There is little danger nowadays that the World of Mirth will ever pay off in the dark. Its half-million dollars' worth of equipment is operated by some of the best ride foremen, impresarios and concessionaires in the business and Bergen is assisted at the top by a staff of veteran carnival men. His own personal fortune is of a size to ride out the worst breaks that can come along and give his associates a lift in the bargain. In the carnival it's never a loan, it's a "lift."

## Walking down the midway

WHEN you walk down the midway with Frank Bergen he links his arm through yours and steers you through the crowd, pointing out the spectacular features of his show. From the entrance front—a marquee of steel tubing covered with canvas and lit up with bulbs—to the three Ferris wheels at the far end of the lot is 1,500 feet. Around the edges of the long horseshoe, shows alternate with games of skill or chance; refreshment stands, novelty booths and rides are strung strategically down the center.

"This here is Glenn Porter's Circus Side Show. That's Glenn on the belly platform, getting ready for his opening. If you want to hear a first-class opening, just listen to Glenn."

Porter is tanned, fortyish and muscular, with a clean-cut face and alert blue eyes. He reminds you of a regular Army staff sergeant of the more amiable type. He has no set spiel, is simply an enthusiastic and persuasive speaker who could nominate a candidate or sell farm machinery at an auction with equal ease. He calls his performers out of the tent one by one: Julius Graubert, a pin-

## FOR THE 1 MAN IN 7 WHO SHAVES DAILY

★  
 A SPECIAL PREPARATION  
 FOR SHAVING

★  
 NO BRUSH

Modern life demands at least 1 man in 7 shave *every day*—yet daily shaving often causes razor scrape, irritation. To help men solve this problem, we perfected Glider, a rich soothing cream.

Glider *protects* your face while you shave. It enables the razor's sharp edge to glide over your skin, cutting whiskers close and clean *without scraping or irritating*. It's quick and easy to use. It needs no brush—and it's not sticky or greasy.

### TRY A TUBE AT OUR EXPENSE

Get Glider at your regular dealer's. Or send us your name and address—and we'll mail you a guest-size tube, enough for three full weeks, free. The J. B. Williams Co., Dept. LG-11, Glastonbury, Connecticut, U. S. A. (Canada: Ville La Salle, Que.) Offer good in U. S. A. and Canada only.

*Everett D. Hullburt*  
 PRESIDENT

YOU'LL LIKE  
 whichever  
 YOU TRY!

**BRIGGS**



Aged for years  
 in oaken casks  
 . . . a fine,  
 rich smoke . . .  
 smooth and gentle.

15¢

**INDIA HOUSE**




Taken from an  
 old "recipe" . . .  
 rare, nut-sweet  
 flavor . . .  
 full-bodied aroma.

25¢

PRODUCTS OF P. LORILLARD COMPANY

CONTINUED ON PAGE 149





MR. JESSE L. LASKY  
*Distinguished Motion  
Picture Producer*

*For Men of Distinction...* **LORD CALVERT**

You can expect a highball of unusual character when Lord Calvert is used...a highball that honors your taste. Your first appreciative sip will acknowledge the distinctive pleasantness of this celebrated whiskey — *so rare...so smooth...so delightfully mellow!* Today, try Lord Calvert!

LORD CALVERT IS A CUSTOM BLENDED WHISKEY, 86.8 PROOF, 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORP., NEW YORK CITY



Wonderful NEW Sleeping Comfort—because this mattress is

# smooth, firm, more resilient!



You Sleep **ON** it  
... Not **IN** it!



Only the improved "Perfect Sleeper" combines:

1. Exclusive Smooth-Top Serta Tuftless Construction
2. Patented Serta Reinforced Center Panel
3. Sensational New "Uni-Matic" Spring Top

**1. SMOOTH—It's Tuftless!** Exclusive smooth-top SERTA construction maintains a level, more comfortable sleeping surface without buttons, bumps or hollows.



Easy to keep clean—makes a neater, trimmer bed. Thick, soft cushioning is permanently anchored to prevent shifting or lumping.

**2. FIRM—MORE RESILIENT.** Center panel of the "Perfect Sleeper" is reinforced with patented "Ribbon Steel" coils which have greater resiliency and strength than ordinary inner-spring round wire coils. They give the correct support medical men recommend—where your back needs it most.



**FLAT...NOT ROUND**

**3. New, Exclusive "Uni-Matic" Spring Top**—gives your body healthful all-over support.

Flexible "Ribbon Steel" bands running lengthwise across top and bottom of entire innerspring unit "weave" coils into one big resilient cushion. This eliminates the confining discomfort caused by close-clinging individual coil pressures. You turn without effort, sleep sounder—feel better.



Remarkable New **BOX SPRING** Gives Perfect Matching Comfort!

The "Perfect Sleeper" Box Spring is the ideal mate for this mattress. Raised edges make for neater, more level fit, greater comfort. Oversized springs give extra-luxurious support. Reinforced hardwood frame. Fully upholstered, dustless, noiseless.

Regardless of your size or weight—the "Perfect Sleeper" adjusts automatically to your individual needs from head to toe... keeps your body on the "comfort level" all night through.



**UNCONDITIONALLY GUARANTEED!** Every "Perfect Sleeper" Mattress and Box Spring is Unconditionally Guaranteed against any defects caused by faulty materials, workmanship or construction.

SEE the difference, FEEL the difference yourself—TODAY! At Better Furniture and Department Stores.

**SERTA ASSOCIATES, INC.** 666 LAKE SHORE DRIVE, CHICAGO, ILLINOIS

**Serta**  
"Perfect Sleeper"  
Tuftless Mattress & Box Spring

**America's Greatest Mattress Value!**

"Perfect Sleeper" Supreme Mattress cushioned with Foam Latex.....\$89.50  
"Perfect Sleeper" DeLuxe Mattress and Box Spring.....each \$59.50  
Sertarest Mattress and Box Spring.....each \$39.50  
Tiny "Perfect Sleeper" Crib Mattress.....\$16.50

(Canadian Prices Slightly Higher. All Prices Subject to Change Without Notice.)

still **\$49<sup>50</sup>**

Matching "Perfect Sleeper" Box Spring same price

Serta Bedding Available in Twin, Three-Quarter and Full Size—Also Extra Widths and Lengths



head in a clown costume ("Julius is a real smart pinhead," Bergen comments. "He can dress himself and feed himself fine. His dad keeps a tailor shop in Hollywood. Glenn sends his pay home every week.") Then a suave young magician in a white dinner jacket. Next a Negro lad without arms who shaves himself with a straight razor held between his toes. There is a pretty girl who is tied with ropes to a wooden cross and makes her escape in full view of the audience without their seeing how it's done. When she steps away from the cross and hurries back inside the tent, Porter starts turning the tip.

Inside are other acts: Jean Frazier, a handsome blonde woman who is the inside lecturer and also does an "iron tongue" act in which she pulls a spectator seated in a child's express wagon by means of a hook through a hole in her tongue. There is the Man from Mars, victim of an obscure disease which causes his bones to bend and his head to grow big.

"That fellow answered an ad in *The Billboard* magazine," Bergen explains huskily. "His case is kind of a mystery, I guess, to the doctors. But he saw Glenn's ad for freaks and wrote in and Glenn wired him to come on. It's better than sitting around a veterans' hospital all the time, which is what he was doing. He was a big, husky fellow before the war—a dock hand or something. Henry Evarts his name is. Whatever it is he's got, he caught it in the South Pacific. But he's better off here with us, earning his pay and always something going on."

From outside comes the amplified voice of the sideshow grinder, Buster Littlefinger, a dwarf who wears a clown costume and make-up. "... You will see the mule-faced woman, Grace McDaniels, the only living lady in all the world who was born with the face of a mule."

Heavily veiled, Mrs. McDaniels mounts the platform inside, Jean Frazier introduces her and then the mule-faced woman removes her veil. The crowd stares, some of them turn their faces away. For what they see is a face so disfigured by an enormous wine birthmark that the nose and upper lip hang down in a great purple mass, the chin sags upon the chest. The good-looking young man at the ticket box outside is Grace McDaniels' son. She has supported herself and raised her boy by her work in sideshows.

### "Everybody's equal"

**B**ERGEN says, "Grace is a grand trouper. Instead of having to go around wearing that veil all the time, here she's among friends, making a good living. There ain't a soul on the show don't like Grace and have a lot of respect for her. You see, in this business what is a freak to the customers is just one of the boys or girls to us. It's all in the family. We don't have no upper crust and no underworld. Everybody's equal. You take the girls in the girl show—most of the girls are married, some of 'em to boys they met on the show, canvasmen and so on. There's always a lot of weddings around a carnival lot. We had one this season—little girl who works on one of the games and a boy who's on the rides. Whenever I see a boy and girl always going around together and it looks like it's getting serious I try to speak to the boy and find out just how he feels about this girl. If they are really in love then I tell him I'll get the license for 'em and give the bride away; I'm a great hand at giving away brides. And that way they can travel together and stay out of trouble."

Romances which blossom on the back lot of the carnival seem to have a more lasting quality than those of the nation at large. The young married couples save their money, try to buy a car first and then a house trailer. Then they are set. When the baby arrives the wife usually goes on working—alternating between calling to passing customers to try their luck at a wheel or a hoop game and giving Junior his bottle. The bassinet is behind the counter and Junior learns to sleep through the shouts of his parents, the blast of the merry-go-round organ, the chug of the show's 10 Diesel generators providing electric power and the roar of the public-address loud-speakers.

Down the midway the girls of Joe Sciortino's Vanities of 1948 have taken their place on the bally platform and Joe himself is on the mike: "Here it is, our red-hot, burlesque ramble . . . the girls are going to give it to you just the way you want to see it, but if you're narrow-minded you'd better stay away. . . ." The girls give out with a few demonstrations of hula dancing under the protective gaze of their husbands. Meanwhile Joe is trying to build another tip and turn it before starting the performance.

The overhead is constant no matter whether the crowds come in or not and for this reason carnie folk will open if there is a chance of making a single dime. In 1944 Bergen's show was playing the

CONTINUED ON NEXT PAGE

# \$2500 in Cash Prizes

for photographs by amateurs  
best illustrating the slogan

## "TIME FOR NITEY NITE"

Calling All Cameras! Youngsters are putting on their best "Time for Nitey Nite" look while Dad or Mom clicks the camera. The photographs by amateurs best illustrating the slogan: "Time for Nitey Nite" will win the following prizes—

FIRST PRIZE . . . .	\$1000	THIRD PRIZE . . . . .	\$300
SECOND PRIZE . . . .	500	FOURTH PRIZE . . . . .	200
TEN ADDITIONAL PRIZES—EACH \$50			

The contest closes November 15, 1948. Awards will be announced January 16, 1949. Prize photographs will be published in leading magazines and newspapers.



1947 FIRST PRIZE WINNER: Arthur, son of Mr. and Mrs. Karl R. Johnson, Long Beach, California; photograph by Wallace P. McGalliard.

### CONTEST RULES

1. The contest is open to amateurs only.
2. No member or child of an employee of the Glendale Knitting Corporation may compete in the contest.
3. All photographs must be in black and white photography. Color photographs will not be considered. Prints or enlargements must not measure more than seven inches overall.
4. The child or children photographed must wear a Summertime or Wintertime Nitey Nite Sleeper or similar garment.
5. As many photographs as desired may be entered in the contest.
6. All entries must have clearly printed on the back of the photograph the contestant's name and address and the name, address and age of the child or children photographed.
7. Entries must be mailed (and carry the postal stamp showing proof) on or before midnight, November 15, 1948.

8. Each contestant should be able to supply the original negative, assign the rights with the permission of parent or guardian, and furnish publication permission from recognizable people, if any, appearing in the picture.

9. The fourteen pictures awarded prizes, their original negatives, and all rights thereto become the property of the Glendale Knitting Corporation.

10. No photographs will be returned.

### ANNOUNCEMENT OF AWARDS

The decision of the judges will be final. No member of the Glendale Knitting Corporation will act as a judge. Awards will be announced to winners January 16, 1949 by telegram and letter.

Contest Department, Box L

## GLENDAL

KNITTING CORPORATION, PERRY, N. Y.



## When a friend needs a feller



His tail droops. He lies listless in a far corner too weak to frolic. That's what worms can do to your dog—and he needs your help.

Sergeant's reliable SURE SHOT\* Capsules are specially made for worming full-grown dogs. They are safe and gentle on the dog, but they kill worms fast.

For pups, and small dogs weighing less than ten pounds, Sergeant's Puppy Capsules do the same sure

job. Both have been thoroughly tested for effectiveness on all breeds. You can follow up worm treatments with Sergeant's Vitamin Capsules (VITAPETS\*) and build up your dog's resistance to further trouble.

Sergeant's 19 Dog Care Products were developed after careful study and testing by consulting veterinarians. For 73 years, high standards of reliability have made Sergeant's a name dog owners trust.

Training and caring for your dog can be easy and pleasant. Sergeant's FREE Dog Book is full of useful facts on both. Ask for your copy at drug or pet store, or write Sergeant's, Richmond 20, Virginia.  
\* © Polk Miller Products Corp.



## Sergeant's\* DOG CARE PRODUCTS

### AMAZING THING! By Cooper

#### SENSATIONAL NEW TING FOR ATHLETE'S FOOT

—REGULAR USE HELPS RELIEVE ITCHING— SOOTHES BURNING BETWEEN CRACKED, PEELING TOES— AIDS HEALING AMAZINGLY!

TING FOR TOES!

DURING WAR USED IN HOSPITALS NOW RELEASED TO DRUGGISTS, GUARANTEED, TING MUST SATISFY YOU IN A WEEK— OR MONEY BACK!

IN LAB TESTS TING PROVED EFFECTIVE IN KILLING SPECIFIC TYPES OF ATHLETE'S FOOT FUNGI ON 60 SECOND CONTACT!

EVEN IF OTHER PRODUCTS HAVE FAILED, TRY AMAZING TING TODAY! GREASELESS, STAINLESS! ALL DRUGGISTS

ONLY 60¢

... ALSO AVAILABLE IN THE NEW \$1.00 ECONOMY SIZE.



"CHINA DOLL," of the Club Ebony Revue, rests in sleeping car while traveling. The girls, like all carnie hands, work long hours, sometimes 15 a day.

## WORLD OF MIRTH CONTINUED

fairgrounds at South River, N.J. when a calamity struck which has come to be known as "the South River blow-down." At 5 in the afternoon, an hour and a half before the midway was due to open for the evening's business, the sky grew black, a torrent of rain fell and then the wind hit. It was like the tail-end of a hurricane. The entrance front went first, toppled and draped itself around the custard wagon. The Ferris wheel to windward stood but the second one slanted and crashed into the third. Both went down like dominoes, a twisted mass of steel tubing and crumpled girders. The elaborately painted front of the crystal maze house broke loose and pivoted out across the midway while the "tops" of the girl show and the monkey circus blew down. The air was full of flapping canvas and miscellaneous items being carried away. When the wind finally died down the midway looked like a spilled box of matches.

"That was the time the boys really laid right in the collar and pulled their weight," Bergen says proudly. "Everybody pitched in." The tractors came out and were soon dragging away wreckage. Temporary side walls were raised around shows and at 6:30 Bergen bellowed down the midway, "Get somebody in the ticket boxes. Down there on the merry-go-round, start the organ. They never seen a wrecked carnival before!" And he was right. From miles around cars full of the curious began to stream toward the fairgrounds. The carnival went on with everything that could open and business that night was the biggest in the show's history.

Next morning the girls sewed canvas and the men went to work with hammer, saw and blowtorch. The ruined Ferris wheels were dismantled and sent back to Jacksonville, Ill. for repairs by the firm that built them. Bergen wired the owner of another carnival to lend him a Ferris wheel; it arrived on a semitrailer truck and although the wind had done \$30,000 worth of damage in that hectic five minutes, the World of Mirth rolled merrily on.

## Still dates and fairs

THE first 14 weeks of the season are really a dress rehearsal. The show leaves its Richmond, Va. winter quarters in May and works its way north during the spring, playing still dates. The equipment is brightened up and improved, on the way new acts and shows are tried out, new rides are bought, tested and put in operation. The still-date grosses average from \$10,000 to \$20,000 a week when business is good. The first fair date comes the last week in July at Skowhegan, Maine, and then the outfit really gets down to business. The height of the season is the Central Canada Exhibition at Ottawa, the largest fair they hit in North America. This year the World of Mirth played to more than 75,000 people a day there and grossed around \$300,000 for the week. Rides and shows earn half the gross; concessions take in the other half. From Canada, Bergen heads south, playing the big fairs and winds up in Augusta, Ga. in November. The show is moved back to Richmond and stored in a large building, formerly a tobacco warehouse, and the personnel disperse to winter jobs or vacations. During the winter the rides are repaired and anything that cannot be fixed in the show's own traveling machine shop is sent back to the manufacturer.

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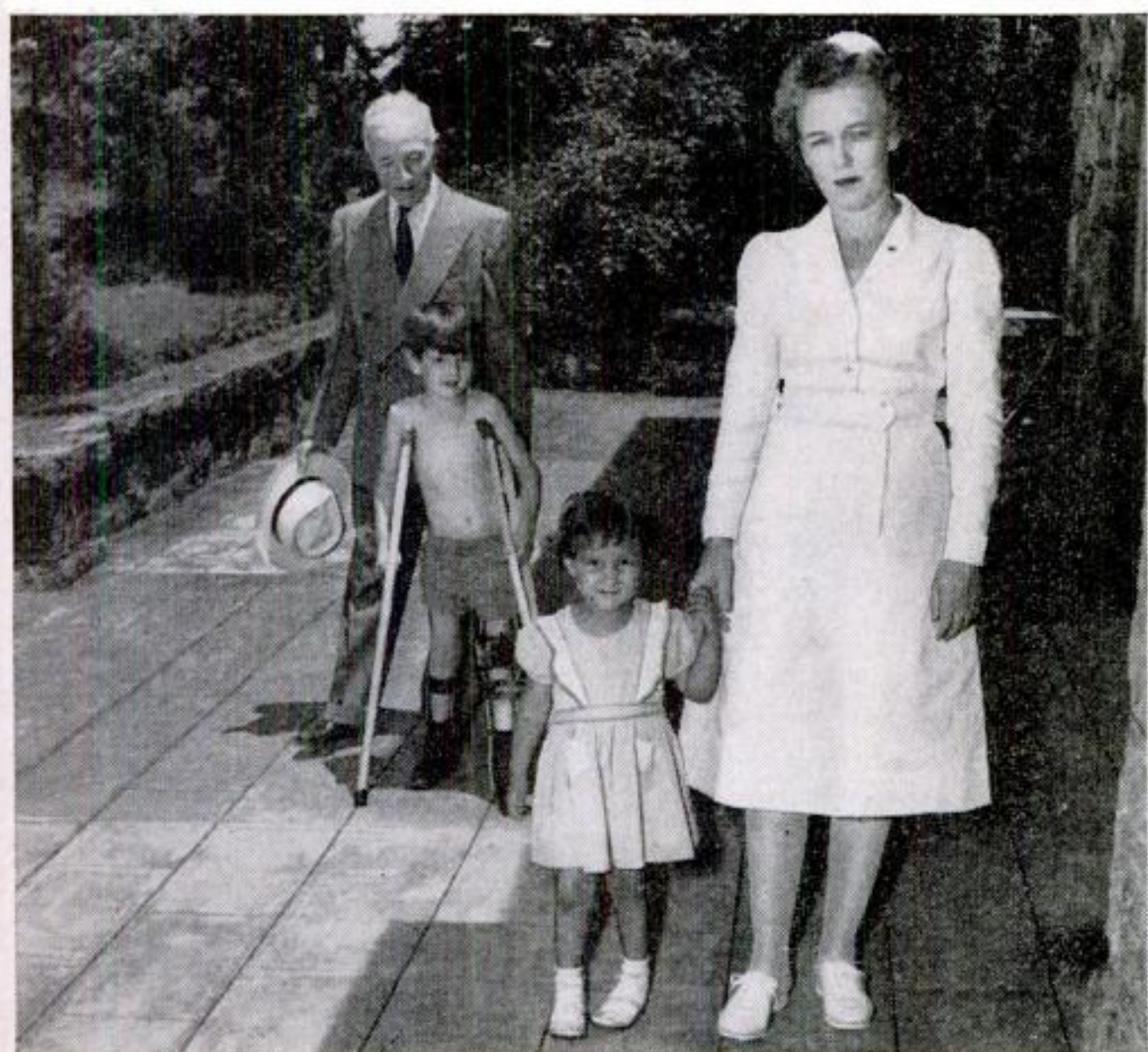




**SAVED TWO IN ICY RIVER.** Dana Kerrick, 9, gazes at river where he and Frankie Raponi went through the ice last February while tracking sea-gulls. Their rescuer, meter-reader Joe Cannon, holds 6-year-old Frankie, for whom he had to dive through frigid water and broken ice.



**PRESENTS WAR MEMORIAL COLLEGE SCHOLARSHIPS.** H. L. Mitchell, electric company official, presents Marcia Joan McQuiston and Louise Amelia Doherty with the 2 four-year college scholarships awarded annually by his company as a World War II memorial.



**MAKING GOOD AMERICANS.** Scoutmaster Roy Papa (kneeling at right) and Assistant Ernest Kahlman (standing at left), power company plant operators, giving First Aid instruction in artificial respiration to their town's Boy Scout Troop No. 1. The company they work for stands as the troop's sponsor.

## Good people make good news

True, heart-warming news stories are these, all with one thing in common . . . they're about people of local electric companies.

Maybe you recognize a neighbor of yours in the pictures, or know of similar stories—for good-neighborly doings like these are typical of electric

company men and women everywhere.

Their job is serving their neighbors. So maybe it's natural that they—and their companies too—give a lot of their time and effort to affairs of community-wide benefit. America's *business*-managed, tax-paying ELECTRIC LIGHT AND POWER COMPANIES★.

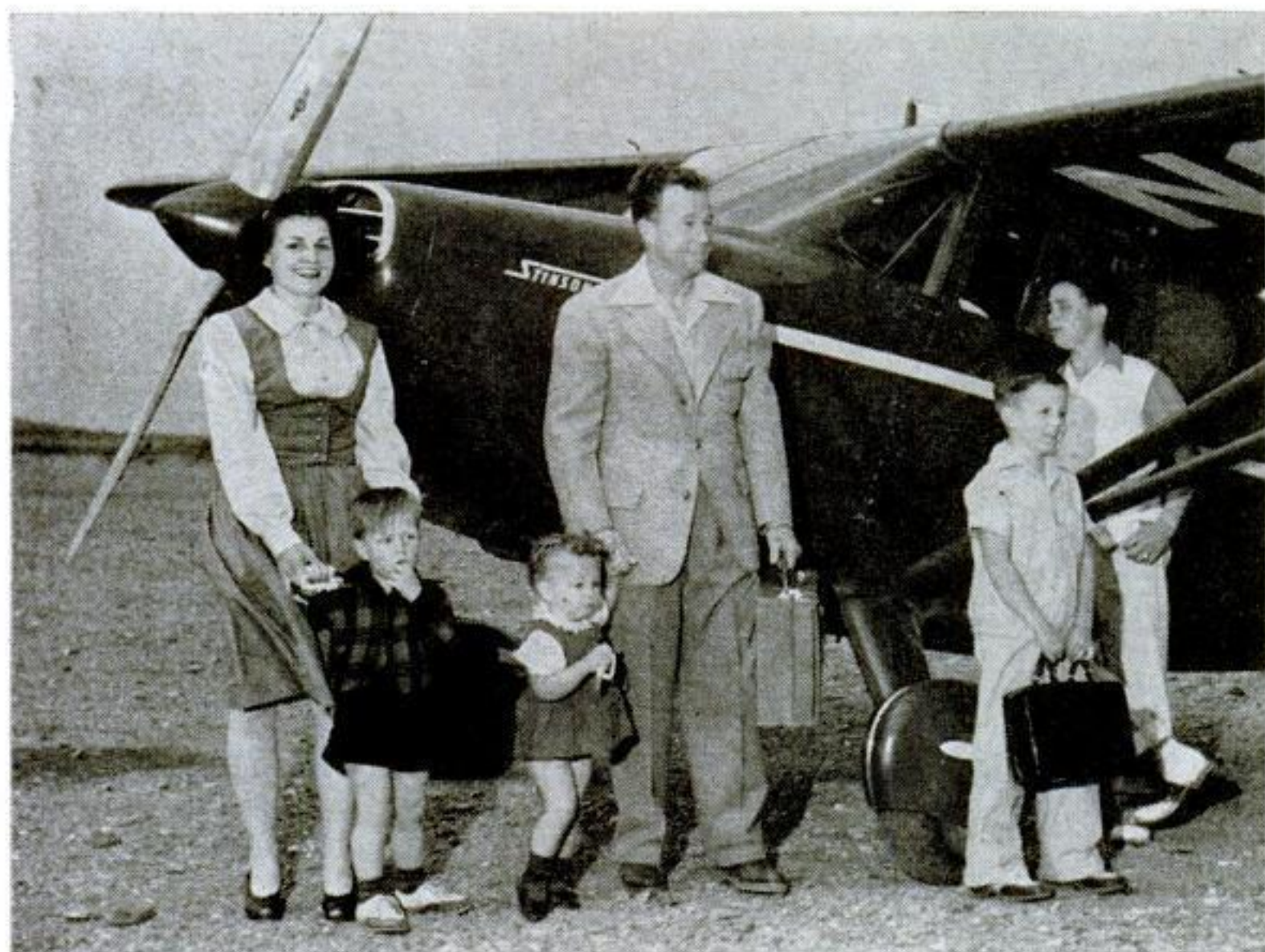
★ Company names on request from this magazine.

• Radio's great new dramatic show starts October 3 . . . THE ELECTRIC THEATER . . . CBS, Sundays, 9 P. M. EST.

**HELP AND HOPE FOR CRIPPLED CHILDREN.** C. S. Walters, power company executive, watches progress of Ronald Geer and Helen Allen, patients in the children's hospital conceived by the Rotary Club under his presidency and built with funds he helped to raise.



*"The whole family likes  
this safe, easy-to-fly Stinson"*



**Meet the John Hudspeth family** of Prineville, Oregon. "They all like pleasure travel in a Stinson," says Mr. Hudspeth, "when the plane isn't busy around our lumber operation. We use two Stinsons—for aerial study of timber tracts, for rush delivery of critical machinery parts, and for developing a national sales organization. The Stinsons are paying us a steady profit."



**Do your hurrying in restful comfort in  
America's most useful personal plane**

This roomy, soundproofed Stinson carries four people and 100 pounds of baggage—or pilot and 640 cargo-pounds. *Spin-resistant*. Cruises at an easy 130 m.p.h., at 5,000 ft., with range of 554 miles. Quick take-offs and slow landings

make it ideal for safe, short-field operations everywhere.

And so easy to fly! You can solo a Stinson in only about eight hours' flying time. See it now at your Stinson dealer (listed in the yellow pages of the telephone directory).

**Special offer to business and professional men:**

To demonstrate the safe simplicity of personal flying, your Stinson dealer will teach you to fly—up to and including solo—with no obligation. Enrollment limited. For details, see your dealer, or write *Stinson Division, Dept. B, Consolidated Vultee Aircraft Corp., Wayne, Michigan.*

**Stinson**

FOR 22 YEARS, BUILDER OF AMERICA'S MOST USEFUL PERSONAL PLANES



**PEOPLE PITCHING PENNIES** are an old carnival sight. Here they do it for cigaret prizes. In carnivalesque such small booths are "hanky-pank joints."

**WORLD OF MIRTH CONTINUED**

A carnival cannot carry a roller coaster. But customers who enjoy being scared to death in a small way can patronize the Waltzer, which spins them in tubs and then slings the tubs away; the Roll-O-Plane, where lozenge-shaped cars spin on a vertical axis while being revolved at the ends of huge steel arms, or the Looper Ride, which has a compartment in each car for the customer's loose items—the Looper stands them on their heads and rolls them over, car and all. The World of Mirth carries a total of 25 rides, the newest of which is the Hi-Ball, which cost \$17,000. Little cars, holding two people each, are raised by a hydraulic lift 52 feet into the air and are then revolved until they swing out at a sharp angle, guaranteed to drive the shyest youth and maiden into each other's arms.

"I saw a model of the Hi-Ball at a showmen's convention in Chicago last December," Bergen explained. "Then, down in Tampa in February I saw it demonstrated, full size, at Carl Sedlmayr's Royal American Shows. It grossed nine hundred at the kiddie matinee and I says, 'That's one for us.' So I bought one. You always got to give the folks something new." Bergen himself was the first man to go up in the Hi-Ball after it had been erected and tested by his ride men. Safe rides mean friendly towns.

"In the old days," Frank Bergen said confidentially, "some of them little 'rag-bag' shows used to carry a lot of grift. That was, fellows with shell games and three-card-monte games, always looking for a sucker with money. But that stuff don't go any more; not if you want to play that town again. You got to make friends with a town. Now you take us—we have a lot of organizations every year asking us to play a date in their town and we have to turn 'em down. We recommend some other good show. Because we play the same still dates year after year. When we leave we got the contract for next year all signed up with the American Legion or whatever bunch is our sponsor. They get 10% of the gross and in return they give us the lot, the license and police supervision. This is important, because you'll always get a few wise guys or drunks in the best of towns and it don't pay 'ever to hit a local fellow, no matter what he's doing. He may have a dozen pals with him. What you do is, you call a local cop and have him chase the guy off the lot."

**Down the railroad tracks**

**B**UT would you believe it—a few weeks back I'm walking down the midway and I see a little crowd out behind the wagons. I go over and there is a fellow with three walnut shells and a pea on a board in front of him! I never see this fellow before in my life. But the nerve of that guy—trying to chisel on the World of Mirth! I run him down the railroad tracks myself."

While misbehaving customers are dealt with by local police there have been times when Bergen had to go to bat himself. Back in the racket era of the '30s five sardonic and expensively tailored young men appeared on the midway one evening, asking for Bergen. When they found him the leader walked up, poked him in the chest with his finger and said softly, "We're cutting it."

Bergen grinned—an oldtime carnie grins at any sign of approaching trouble. He said, "In the first place, stop poking me with your finger. I'm no monkey to get poked with a finger that way. And in

CONTINUED ON PAGE 154





F. A. WILLIAMS, Vice-President of Cannon Mills Company

## EXECUTIVES PREFER WEBSTERS

Among cigars offered for 15c and up, Webster today is the top selling brand in the United States! Webster is a favorite with successful executives, professional men, and others who buy fine cigars.

There are five different sizes of Websters, selling for 15c to 35c. But the quality of each is exactly the same. Every Webster is made of

100% Long Havana Filler, top-grade Broadleaf binder and Connecticut Shadegrown wrapper.

Websters are sold at clubs, good hotels and the best tobacco stands everywhere. Try one after lunch or dinner. Then you'll appreciate why more Websters are smoked today than any other brand selling for 15c and up!

## WEBSTER CIGARS

EXECUTIVE AMERICA'S TOP CIGAR

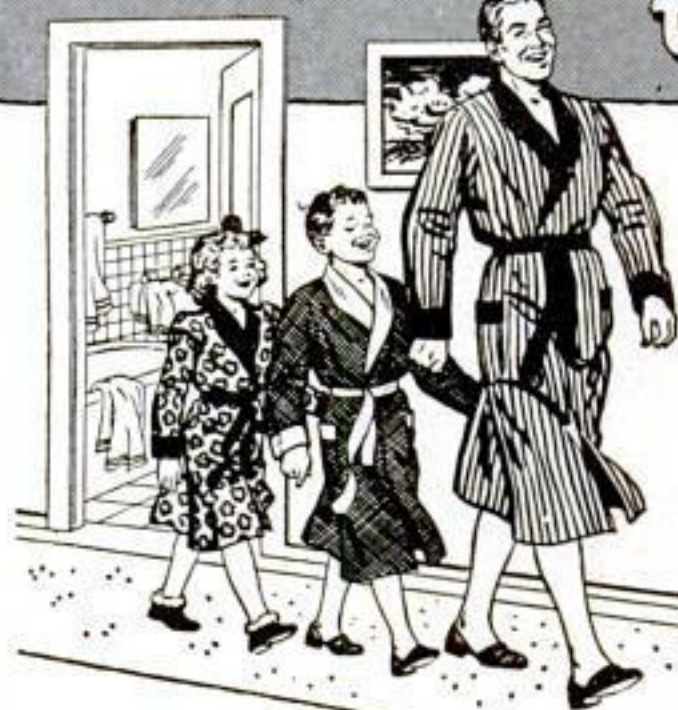


*Fancy Tales 25¢*

GOLDEN WEDDING 15¢ ..... PERFECTO CHICO 15¢ ..... QUEENS 18¢ ..... DIRECTORS 35¢



## Does everybody get a bath but the bathroom?



1. BY THE TIME THE WHOLE FAMILY'S CLEANED UP IN THE BATHROOM...THE BATHROOM ITSELF NEEDS CLEANING!



2. THAT APPLIES NOT ONLY TO TUB, WASH BASIN AND TOILET BOWL...BUT TO FLOORS AND TILE SURFACES AS WELL!

3. FOR GERM-KILLING POWER...FOR EXTRA HEALTH PROTECTION...USE CLOROX IN ROUTINE CLEANING OF BATHROOM (AND KITCHEN). CLOROX REMOVES STAINS, DEODORIZES, DISINFECTS... LEAVES SURFACES SPARKLING-CLEAN, SANITARY, TOO. DON'T BUY CLEANLINESS WITH A BACKACHE! TAKE IT EASY! USE CLOROX!



**CLOROX...FIRST WITH AMERICA'S HOUSEWIVES BECAUSE IT OFFERS BOTH:**

**GENTLER Bleaching Action...**  
**Longer Life for Linens!**

There's no gentler bleach than Clorox in laundering. For Clorox is free from caustic and other harsh substances...made by an exclusive formula protected by U. S. patent!

**GREATER Disinfecting Efficiency**  
**...Added Health Protection!**

Because Clorox is caustic-free, it works faster in killing germs... does a better job of disinfecting. Give your family the extra health protection of a Clorox-clean home!

**CLOROX BLEACHES • REMOVES STAINS • DEODORIZES • DISINFECTS**  
There's only one CLOROX... it's always uniform... always dependable!

Directions on Label

Wipe messy fingerprints off doors and woodwork with **BOON**... the ready-to-use liquid cleaner made by the makers of Clorox. **BOON** wipes dirt and grease from washable surfaces quickly, easily.

## In Fortunate Fingers

LEATHERWARE BY RUMPP

Hands that treasure lovely things delight in the warm, friendly feel of fine Rumpp leatherware. Discriminating persons, everywhere, choose Rumpp for its clear, deep-water luster and smart styling.

Letter Case—multi-pocketed, about \$8.00\*

Others with zippered bill compartment and note pads. The "Streamliner" Wallet—One piece construction. Slim, Featherweight. \$6.50.\*

Key Case—removable key hooks, about \$3.50.

Many styles at fine stores everywhere.



**RUMPP**  
"The Sterling of Leatherware"

C. F. Rumpp & Sons  
Phila. 6, Pa.

## WORLD OF MIRTH CONTINUED

the second place, nobody's ever cut this show and nobody's going to cut it while I'm on it."

The racketeer dropped his hand to his pocket and Bergen could see the outline of a pistol muzzle. "I said we're cutting it."

Bergen sent up a quick prayer. Then he said, "You haven't got the guts to pull the trigger."

The man slowly drew his hand from his pocket and smiled. "Irishman—you got too much guts." He and his gang walked away and Frank Bergen never had anyone try to shake him down again.

"I guess the word must of went out," he says. "But I didn't think he'd start popping at me—we were right on the midway with a thousand witnesses. But I sent up the prayer anyhow."

Bergen's stand on the consumption of alcoholic beverages is positive, like every other attitude of his. "You can't mix liquor with this business. For instance, the boys on the rides—they've got to be right in there every minute. Suppose a guy wire loosened up or something went wrong someplace else. You can't afford to hire any fellow who's going to show up for work with a head full of booze. When one of the new fellows does I 'tell him the story.' That's the first time. If he does it again I run him down the railroad tracks."

What his employees do in their leisure time is none of Bergen's business, or so he feels. But when the show hits the fair dates there is not much leisure.

The carnival week is from Monday to Saturday. The roustabouts start tearing down Saturday night and before the last of the crowd is off the midway the ornamental pilasters and light towers are coming down. The entire show is loaded on wagons; tractors draw the wagons to the freight yards and up the loading ramp on to the flat-cars where they are fixed in place by chocks under the wheels. The five-car sections of the train are then shunted together and the show moves on to its next date, arriving before dawn Monday morning. The process of loading is then reversed.

### "Flash" White's day

TO get a clear picture of just how much work goes into moving a show, it is interesting to follow one star performer on a weekend. "Flash" White, motorcycle daredevil, is a wiry, tanned, agile man with a touch of Maine in his speech, who doesn't seem to know what fatigue is. After doing his act all day Saturday, as many shows as the size of the crowd merits, Flash changes from riding boots, breeches and colorful shirt into overalls and pitches in, helping to dismantle the motordrome. This is a bowl 30 feet in diameter and with perpendicular walls 15 feet high. It is made in sections, supported by a framework of beams and reinforced by steel cables tightened around the outside with turnbuckles. One "safety" cable runs around the top edge of the motordrome, about six inches below the rim inside, and protects the customers should one of the riders lose control and head for the top.

After seeing that the 'drome is properly taken down and loaded, Flash hooks his car to his living trailer and heads for the next town, a drive of several hours.

On the new lot Bergen's layout expert gets busy on Sunday. The lot usually is a barren space of scrubby grass, tin cans and refuse left behind by a circus or other previous tenant. A local bulldozer takes a bite out of a slope and fills in the hollows. Then, using no instruments but a surveyor's tape line and his own judgment, the layout man measures the space and marks the spot for every ride, show and stand.

Flash is up before daylight Monday and as the first of the wagons begin to rumble on the new lot he is ready for them. The motordrome, taking a longer time to set up, is unloaded among the first wagons. As the sills are taken from the wagons Flash lays the floor and checks it with a carpenter's spirit level. The wall sections and braces are fitted together, the canvas top which protects the audience and the riders from rain and sun is raised, and by afternoon the 'drome is up, the bally platform, steps, ticket boxes and banners are in place and Flash takes a test spin inside, trying the wall.

By the time the crowd arrives Flash is bathed, shaved and into his riding clothes. He mounts the bally platform with his partner, a pretty girl named Terry Strong, and the show's outside talker, "Pep" Hartley, starts an opening:

"The only thrill show on the midway here at the World of Mirth... where you truly see courageous men and women keep a rendezvous with danger. You will see them slip, slide, race, ride—racing motorcycles, upside down!"

On a set of rollers on the bally platform Terry Strong's cycle begins to race and Terry takes her hands from the handlebars, holds them over her head, balancing by "body English." The roar of the cycle and the sight of Terry herself in scarlet breeches and silk

CONTINUED ON PAGE 156



*How to keep  
a Flame Burning*



Down through the years... countless times night and day... this gift will kindle fond thoughts of you.

It is the one gift you can be sure will be inseparable from a loved one... always. For the beautiful Zippo is so unfailing... and so enduring... that it can be guaranteed for a lifetime. No one has ever paid a penny for the repair of a Zippo windproof lighter.

For as little as \$2.50... or as much as \$175.00\*... you can thrill someone you admire with this jewel of a pocket lighter. And—you can have it engraved with your own intimate message in your own handwriting—or someone's signature or initials... a touch that gives a "million dollar" feeling. Give a Zippo. Own a Zippo... the gift that never fails... because it's the lighter that never fails.



Pocket Zippo, in chrome, sterling silver or solid gold case: from \$2.50 to \$175.00.\* Table model: \$10.00. (For better lights, use Zippo flints and fuel.)

**FREE BROCHURE.** Illustrates many beautiful styles, with prices. Also tells you about Zippo engraving service. Ask your dealer for a copy, or write: Zippo Mfg. Co., Bradford, Pa.

\*Plus tax on sterling and gold only.

**ZIPPO** WINDPROOF LIGHTER  
*The Gift That Never Fails*





"The  
Swell Way  
**JERIS**  
Keeps My Hair  
Made a Fan  
Out of Me"

Cheers  
**John Payne**

co-starring in the  
Universal-International Picture  
"The Saxon Charm"

## KEEP HAIR WELL-GROOMED

Free of Dandruff Too  
with "Double-Action" Jeris

Guard your hair and scalp the amazing way many movie stars do. Use Jeris Antiseptic Hair Tonic daily, with massage. Jeris' "double-action" not only keeps your hair neat... but keeps dandruff flakes away.

(1) **JERIS KILLS DANDRUFF GERMS\*** on contact! Antiseptic action instantly removes unsightly dandruff flakes.

(2) **JERIS STIMULATES THE SCALP!** Daily massage with Jeris awakens blood flow. Helps promote healthy hair growth, relieve dry scalp and excess falling hair.

For well-groomed hair that's free from dandruff too, take John Payne's advice. Ask your druggist or barber for Jeris Antiseptic Hair Tonic today.

\*(Pityrosporum ovale), which many authorities recognize as the cause of infectious dandruff.

**JERIS**  
*Antiseptic* **HAIR TONIC**

## WORLD OF MIRTH CONTINUED

blouse collects a tip. Then Flash takes over and with the cycle's wheels spinning the rollers, demonstrates the acrobatics he will do inside on the perpendicular wall.

When several tips have been turned and the crowd around the rim of the 'drome is large enough, Terry and Flash duck through the slanting door at the bottom of the wooden saucer, mount their specially reinforced cycles and begin their race up the walls, criss-crossing, riding without hands; at last Flash kneels on the saddle, then stands upright on it, the cycle thundering around the wall and making the stout structure sway a little as he rides. Sometimes Flash will curve up and miss the safety cable by a couple of inches to give the folks an extra thrill. At last he lies across the saddle, head on one side, feet on the other, and he is literally upside down. This ends the show and the customers file down the steps and out. Flash and Terry return to the bally platform where Pep Hartley is valiantly grinding away and it all starts over.

At fair dates the public arrives early, sometimes at 9 in the morning. The two motorcyclists give as many shows as possible, usually one every half hour. They work on through the day until midnight—15 hours of roaring, popping engines and split-second timing.

The fair dates are where the money is and everybody on the show has to "lay right in the collar and pull." Not all performers have as hectic a time as Flash White, but their hours are equally long. The colored musicians and dancers of Elaine Kirby's Club Ebony Revue, for instance, work almost continuously—from stage to bally platform to stage again, over and over, as long as there is a chance to get a few more people inside.

Every season sees fresh talent recruited by the carnivals from other branches of show business but the "40-mile wonders" often drop out after they "get their feet wet"—which for some of the workmen may mean 72 hours without sleep or a change into dry clothes.

On a summer's evening the World of Mirth, in the last rays of daylight, is a canvas street, strewn with wood shavings, nearly a third of a mile long. The wheels of fortune offering prizes of radios, hams and toys, the booths selling candy floss and French fried potatoes, the rides, the shows of slack-wire-walking monkeys, midget trapeze performers, 10-foot pythons in a canvas pit, girls in sequins and ostrich plumes—this is the only "live" entertainment most Americans ever get in this age of radio and motion pictures.

Frank Bergen stands on his midway and looks at the sky. The glitter of the first star shows that there will be no rain. He lets his glance drop to the Ferris wheels, the 50-foot ornamental steel towers, the lines of slim white poles bearing the flags of all nations, and his expression is one of pride mingled with wonder.

The time is 7:30. Bergen cups his hands in front of his mouth and bawls his regular signal: "I don't hear no organ!" Suddenly switches are thrown, the towers leap into columns of pastel radiance, the spokes of the Ferris wheels glow pink and blue and pale green. Four huge antiaircraft searchlights begin to lance the darkening sky. The long, looping, tawny street which is the midway blossoms with white bulbs and a scarlet net of neon tubing—a canvas city, rose-red and by tradition half as old as history.

Frank squints happily down the midway and says hoarsely, "There she is. Just look at her now! That's carnie for you!"



**RISING AT DAWN**, weary roustabouts who have slept in the open air start the never-ending routine of setting up the carnival for another show in a new town.

**A BRAND NEW IDEA  
IN  
MINIATURE FLASHLIGHTS**

**GLOW-TIP  
MICRO-LITE**

Keep one with you always... at home or when you travel. When houselights fail, when keyholes are elusive, or when a night-light is needed, its phosphorescent tip says, "Here I am." Grab for the glow. There's a reliable, powerful flashlight attached to it.

The phosphorescent tip glows all night after the light's switched off!

**GLOW-TIP  
GOLDITE FINISH  
89¢**

**MICRO-LITE**  
44 W. 18th ST., NEW YORK 11, N. Y.

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LIGHT AS BUBBLES  
**MINT BUBBLES**

THEY MELT IN YOUR MOUTH

Light as bubbles, these delicious Mint Candies from New Orleans melt in your mouth. Pure Louisiana sugar and finest mint flavor. Loved by children and adults.

At your dealers, or write  
**ELMER CANDY COMPANY**  
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**E & J Folding  
WHEEL CHAIRS**  
LIGHTEST and STRONGEST

FOLDS TO 10 INCHES

Ideal for TRAVEL, WORK, PLAY  
Lightweight... Beautifully Designed  
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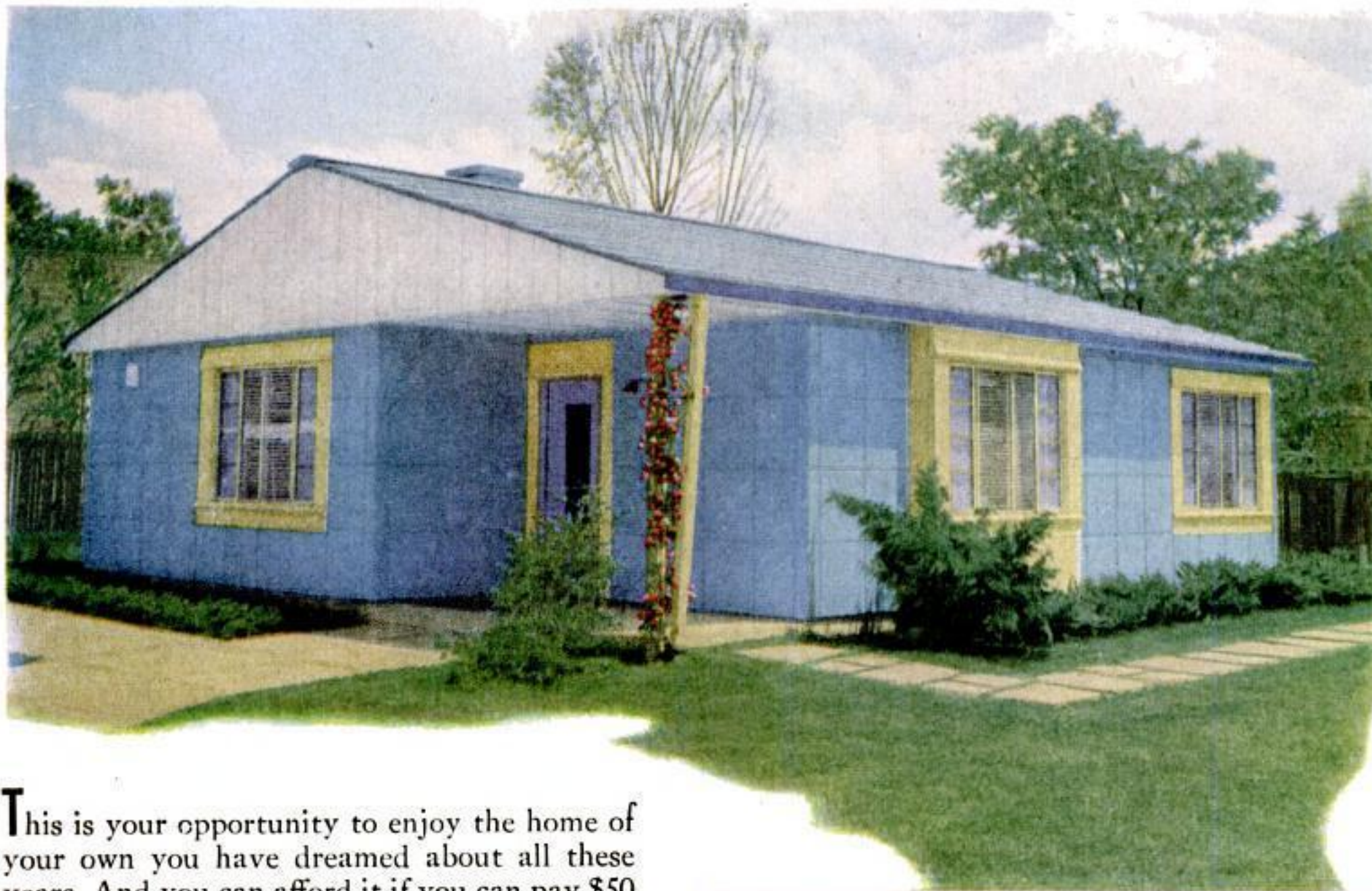
**T-N-T  
POPCORN**  
6 quarts from 1 can

**NON-SLIP  
CAT'S PAW**  
Finest Rubber Heels & Soles!



# THE LUSTRON HOME

## Never before in America a house like this



Somehow, some way, you knew that modern engineering "know-how" would go to work in home construction just as it has in automobiles.

The Lustron Home is the answer—with cost-saving volume-production techniques, unit assembly, and precision engineering applied to home building.

Here is a new standard for living, a home of cheerful convenience with the beauty of porcelain and lifetime strength of steel. Read some of the details about this new contribution to American living—the new Lustron Home described here.

LUSTRON CORPORATION  
Box 2023A, Columbus 16, Ohio C.L.C.

**This** is your opportunity to enjoy the home of your own you have dreamed about all these years. And you can afford it if you can pay \$50 to \$60 a month.

A home of colorful beauty, spaciousness, lasting permanence. A home so easy to maintain and keep clean. A home you can be proud to own—and a welcome addition to the community.

**Size**—five spacious rooms, plus large utility room—total of more than 1,000 square feet.

**Design**—follows growing trend toward contemporary ranch-style architecture. Choice of colors for exterior and interior, all in non-glossy, porcelain enameled steel.

**Permanence**—fireproof, decay-proof, rustproof, termite-proof, verminproof, ratproof. Sunlight, salt water, or chemical fumes cannot stain or fade finish. It will never fade, crack, or peel.

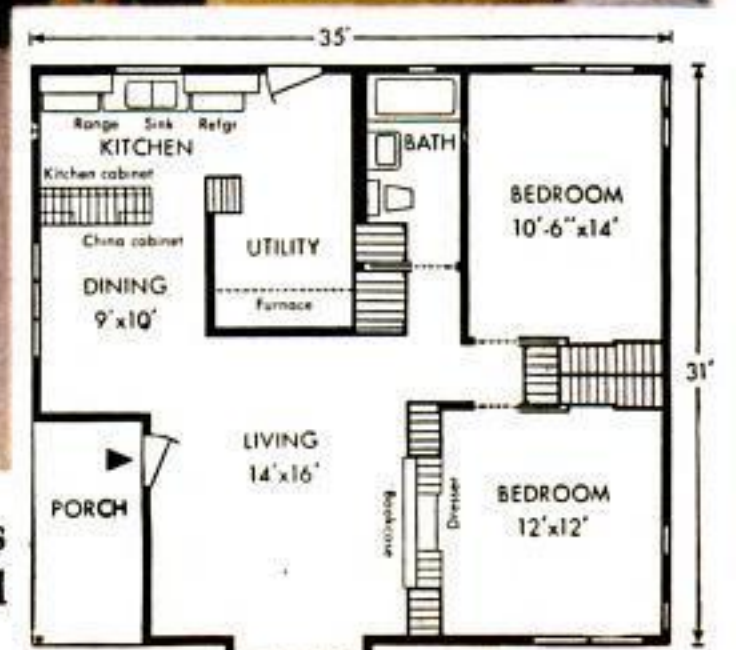
**Maintenance**—can be kept clean with damp cloth. Never needs repainting, redecorating, or reroofing.

**Heating**—most modern type of radiant panel heating from ceiling. Automatic heating unit in utility room. Eliminates air currents that carry dust and dirt through house. Proved in two years of severe Chicago winters. House is fully insulated.

**Erection**—The Lustron Home will be shipped f.o.b. Columbus to builder-dealer. It can be erected on the site in three to four days, from completion of concrete foundation to putting key in front door.



*The Lustron Home—a new standard for living—features this spacious 14 by 16-foot living room with big picture window and built-in bookshelves.*



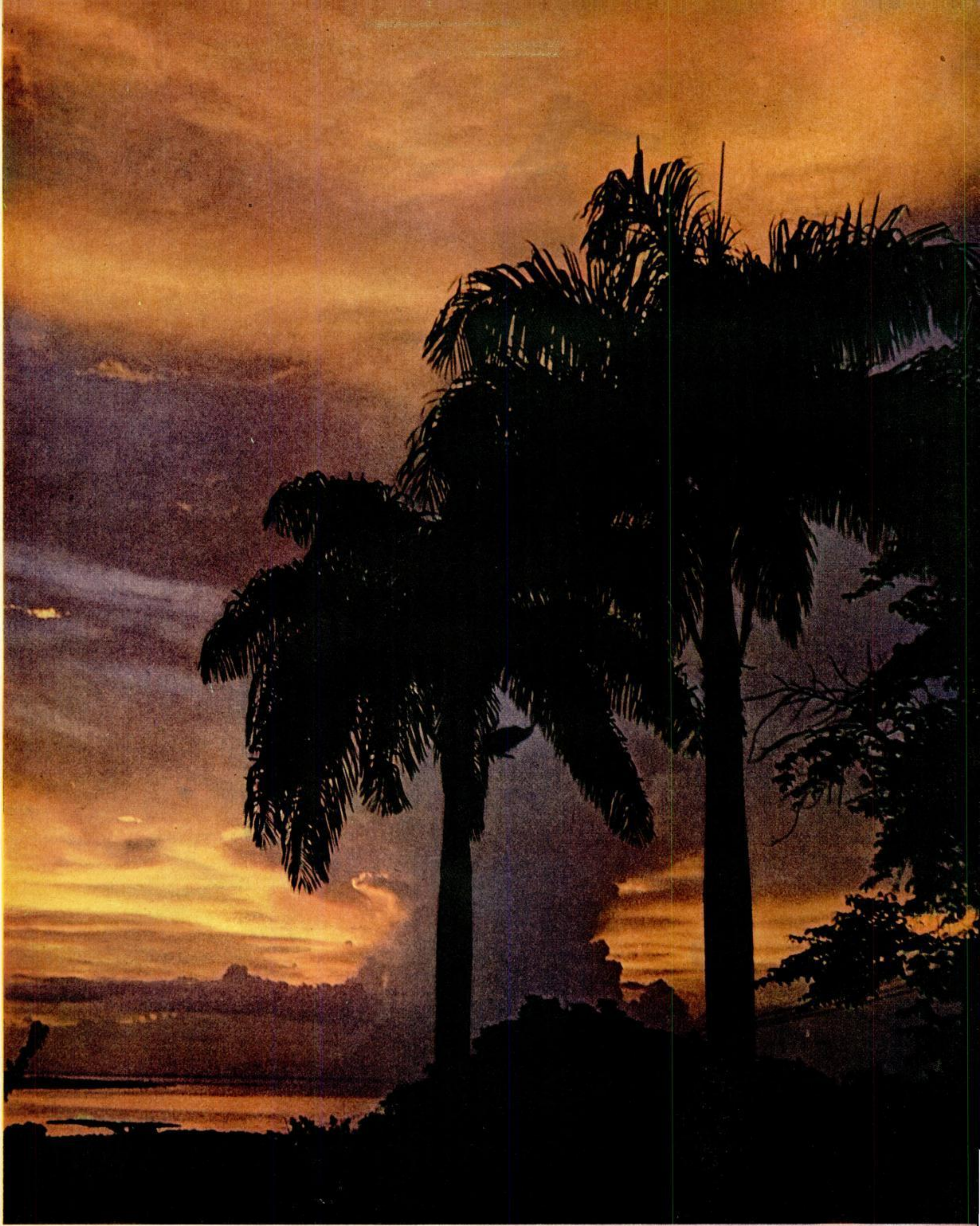




## Sunsets in Haiti

Every evening of the year, as it does in most of the world, the sun sets in Haiti, sometimes looking spectacular and sometimes very ordinary. But at this time of year every single sunset on the island is bright and beautiful, the result of the piles of clouds which form like clockwork during the rainy





season of the tropics. As the glowing yellow sun (*left*) sinks through this deepening haze its light rays, bent and scattered by the sky's moisture, slowly turn to violet, then change to a fiery red and, just as it disappears from sight below the horizon, burst into a burning orange (*right*). But the splen-

dor of sunsets in Haiti is short because the island lies near the equator. In less than 20 minutes the two scenes shown here, which were taken beside the harbor of Port-au-Prince by Photographer Roger Coster, lost the last of their colors. Then the clouds, breaking, drenched the whole island with their rain.





SONJA HENIE

starring in

A Westwood Production

"The Countess of Monte Cristo"

A Universal-International Release



Hollywood inspires them... everyone admires them!

# Jolene

## SHOES

It's "good theater" the way JOLENE Hollywood-Inspired Shoes lend your wardrobe a hint of the dramatic... the way they handle their "lines" with pretty emphasis on the softly feminine! The JOLENE FALL FASHION FESTIVAL is a variety show of colorful shoe fashions that are applauded as real values. See JOLENE Shoes today!



\$6.95 to \$8.95

Slightly Higher  
Denver West

For the name of your nearest JOLENE store, write:

TOBER-SAIER SHOE MANUFACTURING COMPANY • SAINT LOUIS





SMALL FIELD HOSPITAL CARRIED IN ONE C-47 TRANSPORT PLANE HAS 10 BEDS, A SURGERY, DENTAL UNIT AND LABORATORY. THE UNITS WILL BE HOUSED IN TENTS

## AIRBORNE HOSPITAL

Lightweight, compact field unit  
is designed for air transport

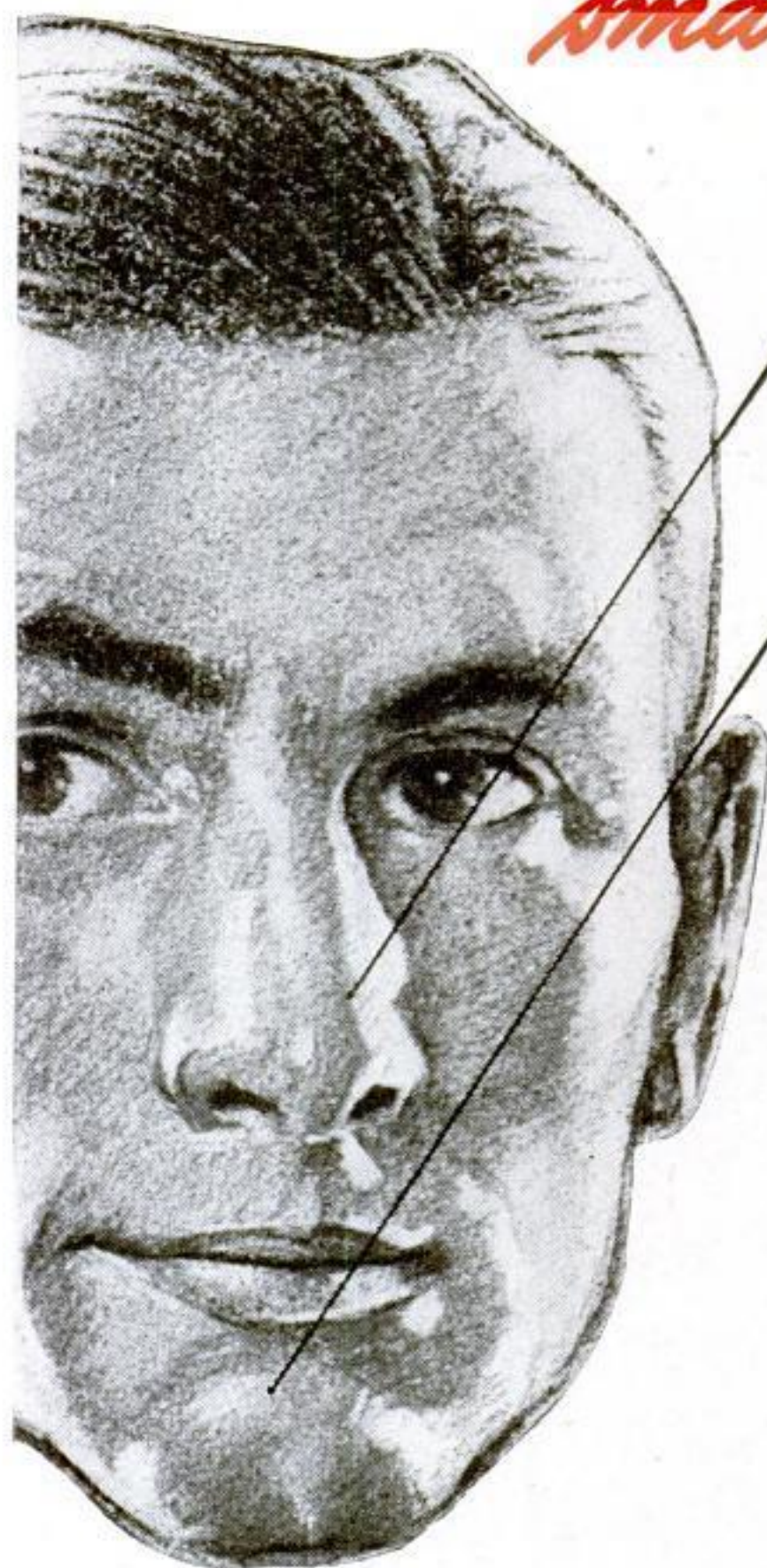
Neatly arrayed above on the level Texas plain is the lightest, most streamlined hospital unit ever designed. Its featherweight, collapsible elements, custom-built for air transport, can be loaded into a single C-47 with all necessary personnel. Within 50 minutes of landing, the unit is set up and ready to receive casualties.

This newest development in military field hospitalization is the result of two years of research by Colonel Carlos Schuessler of the Army Dental

Corps and his colleagues in the School of Aviation Medicine at Randolph Field. Colonel Schuessler studied the whole range of heavy, bulky field-hospital equipment, eliminating a great many nonessential items and redesigning the rest for greater adaptability and lightness. The new equipment is so versatile that it can be combined in any way desired. One plane can carry a small emergency hospital. And the standard 100-bed field unit, which once filled 19 planes, can now be carried in nine.



*Have you the face of a  
smart buyer?*



Norman  
Rockwell

**NOSE:** Caution marks this chiseled nose. Its angular lines indicate a man who looks before he buys. Broad bridge shows he's convinced by *test*, not *talk*!

**CHIN:** Squareness says "show me!" Deep cleft marks one who feels pride when things live up to expectations. Apt to feel that pride after sampling the smooth body—the "Double-Rich" Kentucky Taste—of Cream of Kentucky!



*Here's a smart buy...*

**"DOUBLE  
RICH"**

*Cream of  
Kentucky*

BOTTLED  
IN KENTUCKY

*With that "Double-Rich" Kentucky Taste*

A Schenley  
Mark of Merit Whiskey

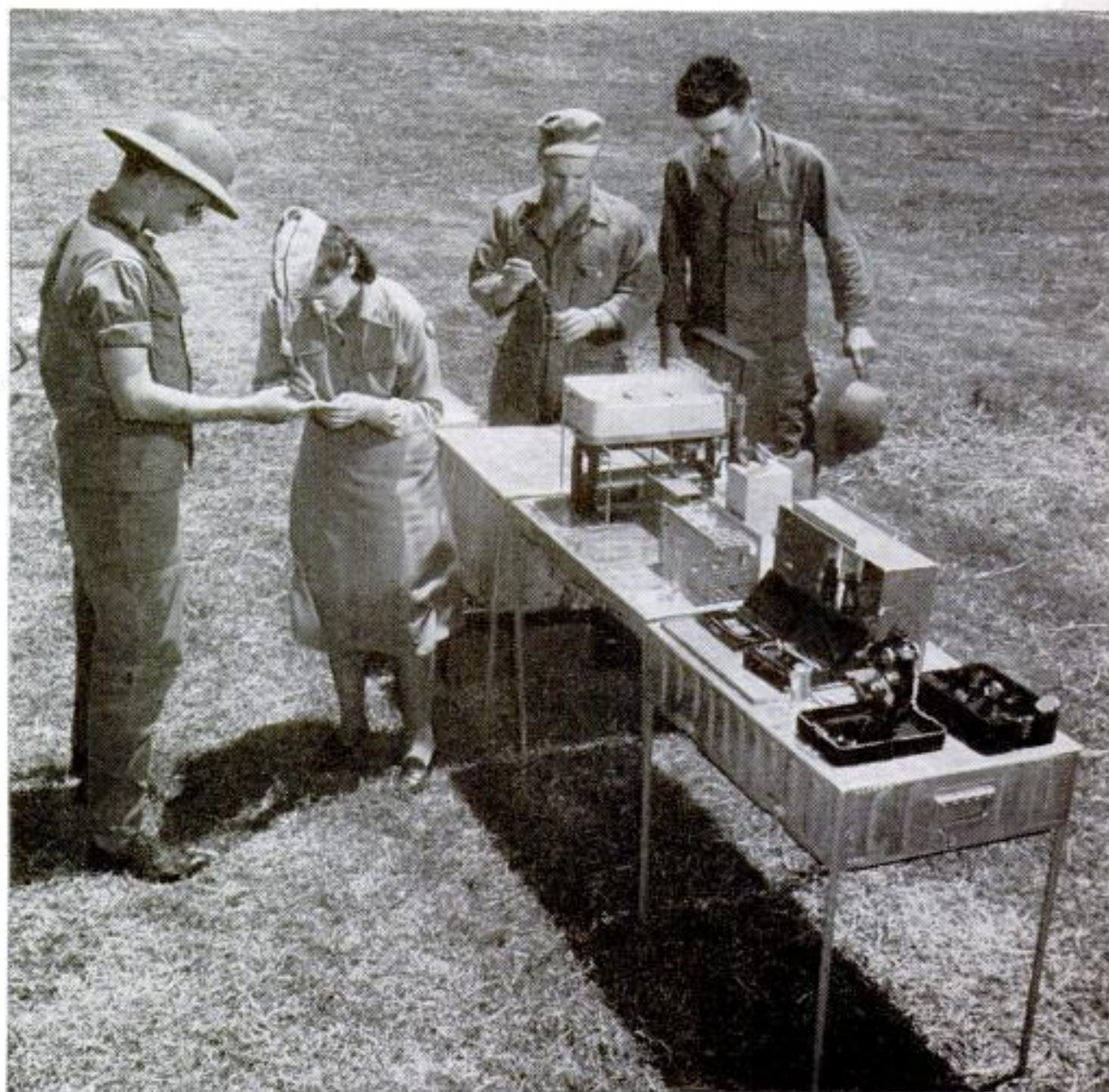


Blended Whiskey. 86 Proof. 70%  
Grain Neutral Spirits. Copr. 1948,  
Schenley Distillers Corp., N. Y. C.

## Airborne Hospital CONTINUED



**OPERATING ROOM**, set up under direction of Colonel Schuessler (second from left) will be fully equipped for major surgery. Operating table (foreground)



**LABORATORY** has all the necessary materials for routine procedures such as blood tests. Test-tube holders and the special microscope are all collapsible.



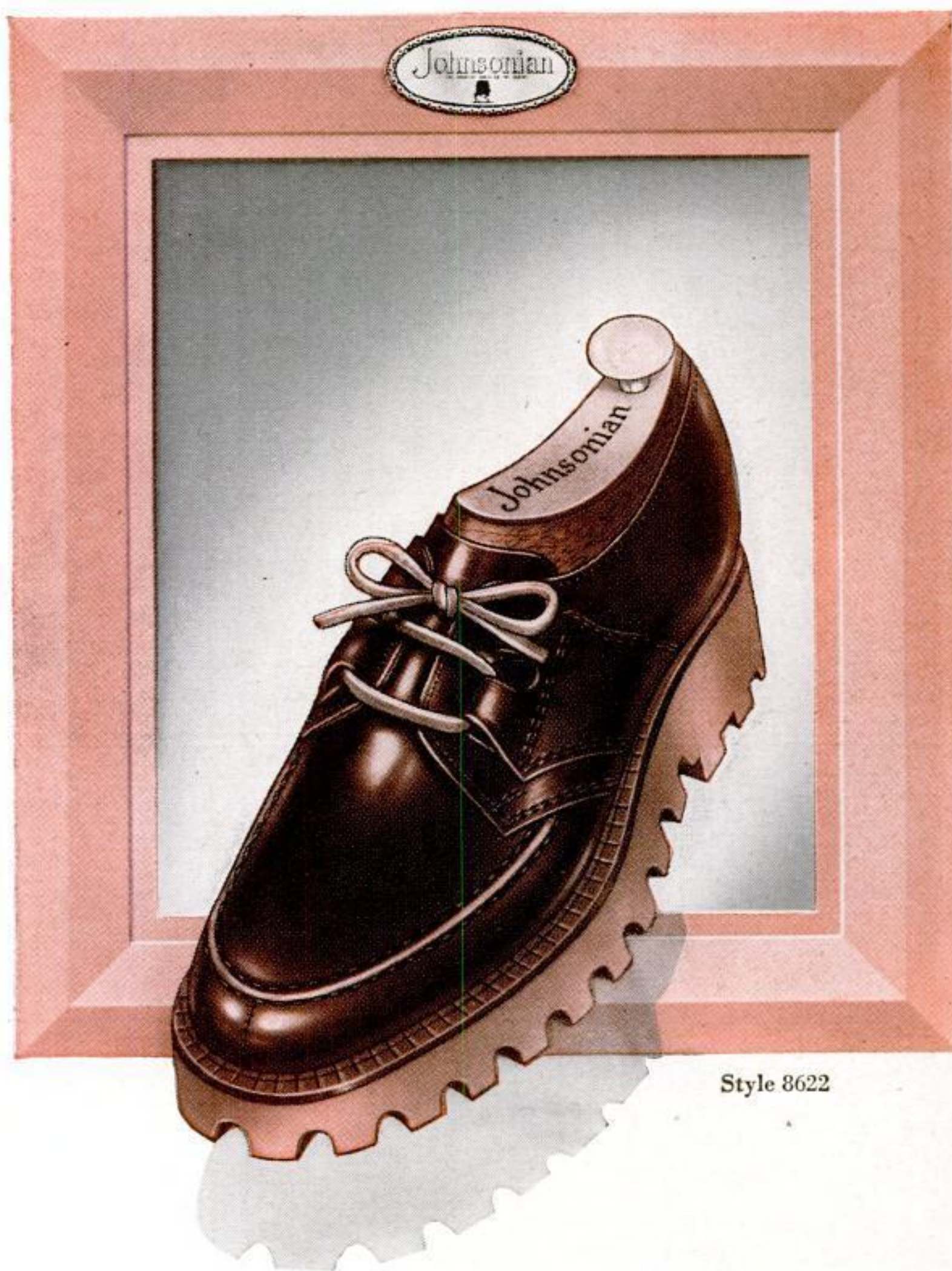


and its carrying case, which becomes instrument table (rear), total 35 pounds as against 164 for standard tables. New powerful lights can run on truck battery.



**RAISED LITTER**, contrasted here with old type (foreground), has removable legs which keep patient off ground, can be adjusted to lower head or feet.

CONTINUED ON NEXT PAGE



## ***This is a Fine Shoe***

for **STYLE**

for **LOOKS**

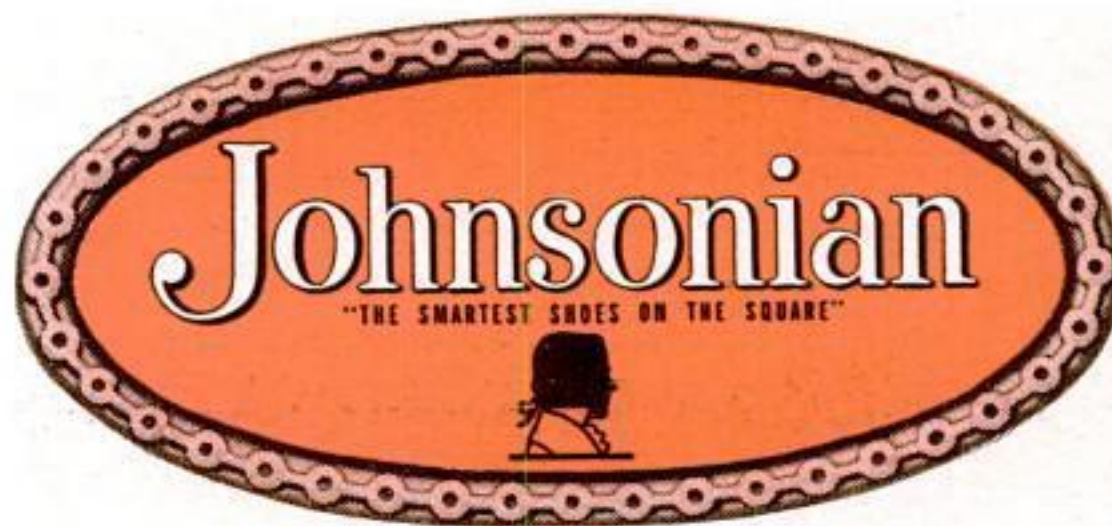
for **COMFORT**

for **WEAR**

Easy on the eyes, easy on the feet,  
easy on the budget—that's Johnsonian.

Men, before you buy, see these fine  
shoes at your Johnsonian dealer.

**\$8.95**  
Some styles higher



And for boys, *Johnsonian Jr.*  
in styles "Just Like Dad's"

**ENDICOTT JOHNSON CORPORATION**  
ENDICOTT, N. Y. ST. LOUIS, MO. NEW YORK, N. Y.





"OUR DOGS COMPETE  
IN SHOWS EVERY WEEK.  
FRISKIES KEEPS THEM  
IN CHAMPION CONDITION"

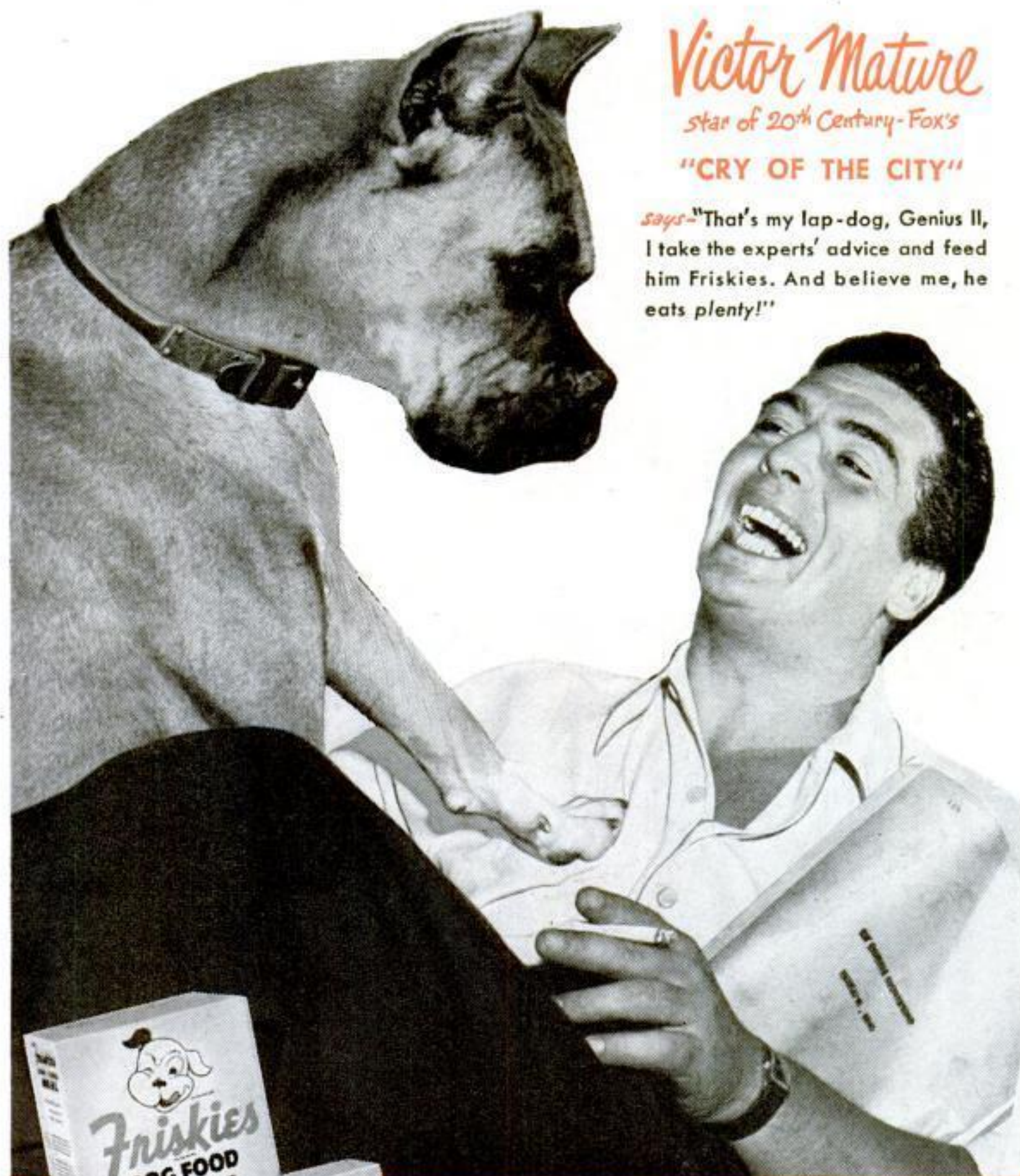
— say JIM and FAYE BERGMAN, El Monte, Calif.,  
whose famous Jamaye Kennels have bred  
many outstanding Boxer champions.

DOG MEN SAY:

# "Feed Friskies"

**TOP-FLIGHT** dog breeders, trainers and veterinarians take no chances on feeding. They demand the *best* in complete, balanced nutrition. That is why so many of them feed Friskies exclusively. They know Friskies is a *complete dog food, scientifically balanced for*

*total nourishment.* Dogs love Friskies' "meaty" taste and smell. And Friskies-feeding is extremely economical. Remember—Friskies *costs less than half* as much to feed, as most "canned" dog foods. Take the advice of professionals — feed *your* dog Friskies!



*Victor Mature*  
star of 20th Century-Fox's  
"CRY OF THE CITY"

*says*—"That's my lap-dog, Genius II, I take the experts' advice and feed him Friskies. And believe me, he eats plenty!"

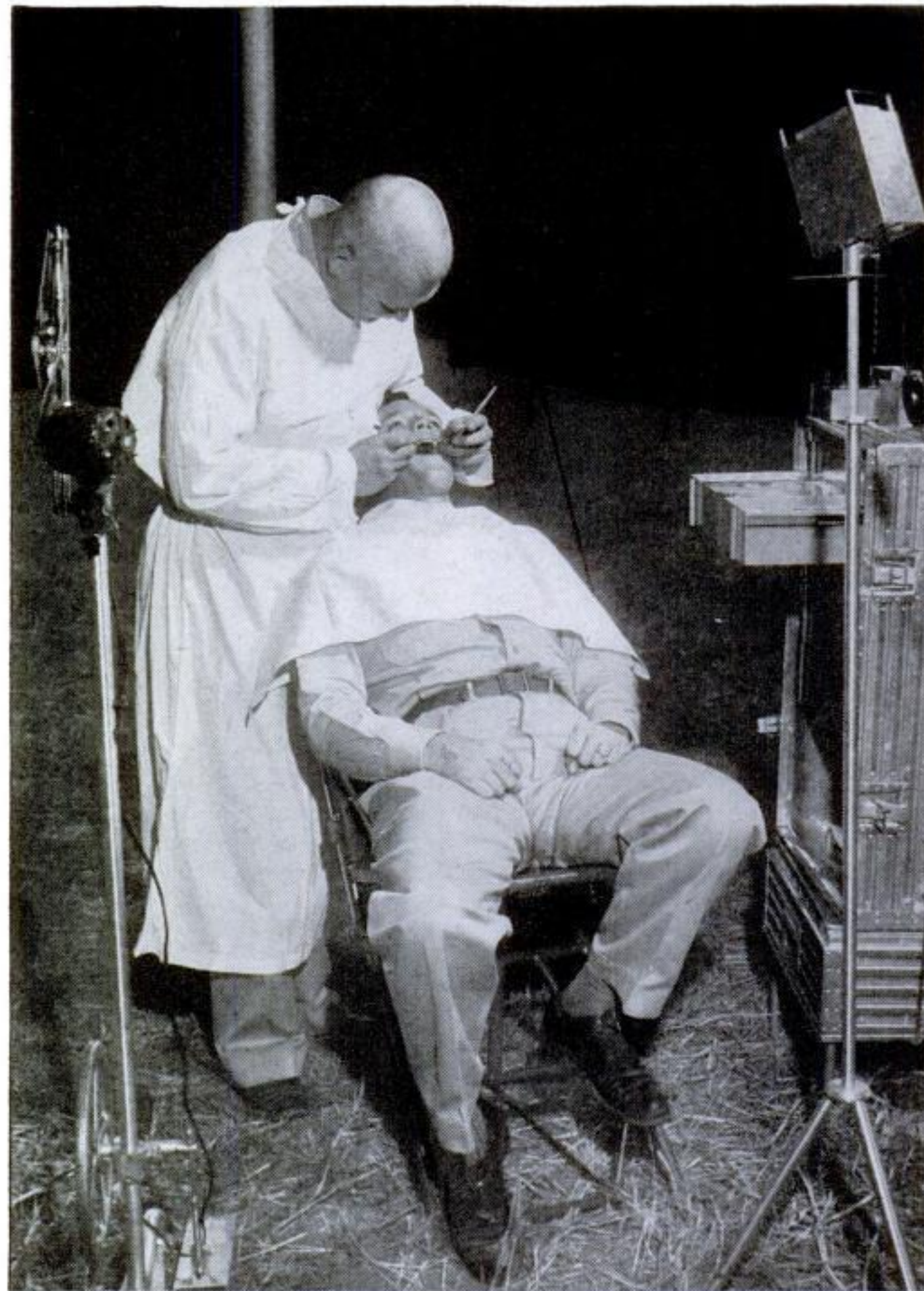


FEED BOTH  
FOR VARIETY

KEEP YOUR DOG FRISKY WITH

**Friskies**  
A CARNATION QUALITY PRODUCT

## Airborne Hospital CONTINUED



**DENTAL UNIT**, including instrument chest, chair, light and drills, weighs 100 pounds. Drills are motor-driven rather than foot operated as in old unit.



**ADJUSTABLE BEDS** carried by flight nurse weigh 25 pounds each, one sixth as much as old type. Beds have air mattresses and can be set up in four minutes.



WHEN  
IT'S AN  
**Exide**<sup>®</sup>  
...YOU  
START



• REMEMBER, a single starting failure can be far more costly than the little extra you pay for a trustworthy Exide Battery.

Even though you hope to trade your car in soon, if the battery needs replacing buy one you can trust for dependable starting.

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THE ELECTRIC STORAGE BATTERY COMPANY, Philadelphia 32  
*Exide Batteries of Canada, Limited, Toronto*

**DEPEND ON THE EXIDE DEALER FOR GOOD PRODUCTS, GOOD SERVICE**





**CHEROKEE COWGIRL** Retha Sunday, 4, exercises her horse in the club's corral. Depending on the pony's daily behavior, Retha's names for it range from Beauty to "you stinkin' old horse."



**STUBBORN GOAT BACKS AWAY** as Retha practices with a lariat at close quarters. Because the goats are faster than calves, the club members also use them for mounted roping practice.



IN THEIR RODEO ARENA YOUNG TULSA RIDERS FAN OUT WITH THEIR

## *Life Visits the* **Oklahoma youngsters learn riding, roping and**

Oklahomans like most Westerners are singularly proud of a heritage which, among other things, involves consummate mastery of the durable cow pony. To make sure future generations do not lose sight of this cherished riding tradition enthusiastic adults in Tulsa organized a Junior Riding and Roping Club open to any youngster who could buy or borrow a horse. The junior riders, many of whom are driven to the club stables in Cadillacs, learn to saddle, ride and spin a rope before they can read or write. By the time they are 10 some are winning prizes for bulldogging, calf-roping and trick riding at local rodeos.

Although supervised by veteran cowhands, novices are never coddled





LARIATS IN PURSUIT OF A SMALL BUT VERY ELUSIVE HERD OF GOATS



**REINING HARD**, Jimmy Hatfield, 10, practices sharp pivots on his mare, Nellie. Three years ago another horse stumbled, did a complete somersault without throwing Jimmy from the saddle.



**ASTRIDE A WRIGGLING GOAT**, Jimmy struggles to hold three hoofs with one hand while he ties them with his other hand. Proper tying permits one of the hoofs to remain free of the rope.

## *Tulsa Riding Club*

### bulldogging to uphold their state's reputation

and soon find that some lessons are best driven home through the seat of their pants. The youngster who overestimates his ability generally ends up head first in a water hole or sprawled on the hard ground. Pupils must work out many problems on their own. Recently the club's youngest member, Retha Sunday (*left*), found she could control her mount's careless habit of stepping on her feet by simply turning around and kicking back. Although its membership is now more than 80, the club's sponsors have no fear of glutting the Tulsa area with talented cowhands. Already 50 "graduates" have been hired away by professional rodeos and some have even performed in Madison Square Garden.





Leather and fabric coats and jackets for sports, leisure and utility wear... finest selection in Monarch history.



The Kensico surcoat for Juniors—sizes 4 to 12. Sturdy, water-repellent poplin, warm Laskinlamb collar and bright colored shearling lining. Quilted rayon sleeve lining. Choice of four color combinations.



The Ramapo Jacket Shirt of 100% wool "Emberglo," Lanaset resin processed to make it washable. Many color combinations. Sizes for men, boys.

## Monarch raises a fellow's C.R.!

That's mighty important from the young viewpoint... the "crowd rating"... his prestige with his gang! Also important, of course, are the wonderful warmth, the free and easy fit and the well known Monarch quality.

These are just two of the many unusual garments you'll find in Monarch's Golden Anniversary line for Fall. Be sure to see them at your favorite store. Monarch Manufacturing Co., 333 East Chicago Street, Milwaukee 2, Wisconsin.



IN ROPING CONTEST, while her pony keeps lariat taut, Judy Clemmons, 8, throws calf by withers and one leg (top). Tying three hoofs with a "piggin' string" (center), she raises hands to signal finish (bottom). Time: four minutes.



**Heide** CANDIES

HEIDE ASSORTED JUJUBES  
HEIDE LICORICE PASTILLES

Makers of Fine Candies for 79 Years

HENRY HEIDE, INC. NEW YORK, N. Y.

## What A Blessing To Hear Again...



WITH THE  
NEW TYPE

**Beltone**

**ONE-UNIT HEARING AID**

Forget old-style hearing aids. The One-Unit Beltone banishes all their familiar discomforts. No more big, bulky, separate battery packs... dangling battery wires. No painful harsh noises, hollow undertones, "static". Learn today how much better, more clearly, happily, you can now really hear!

**SEND NOW FOR FREE BOOK ON HEARING**

BELTONE HEARING AID CO., Dept. L-9  
1450 West 19th Street, Chicago 8, Illinois

Please send me, without cost or obligation, the new FREE booklet of interesting facts about DEAFNESS AND HOW TO OVERCOME IT.

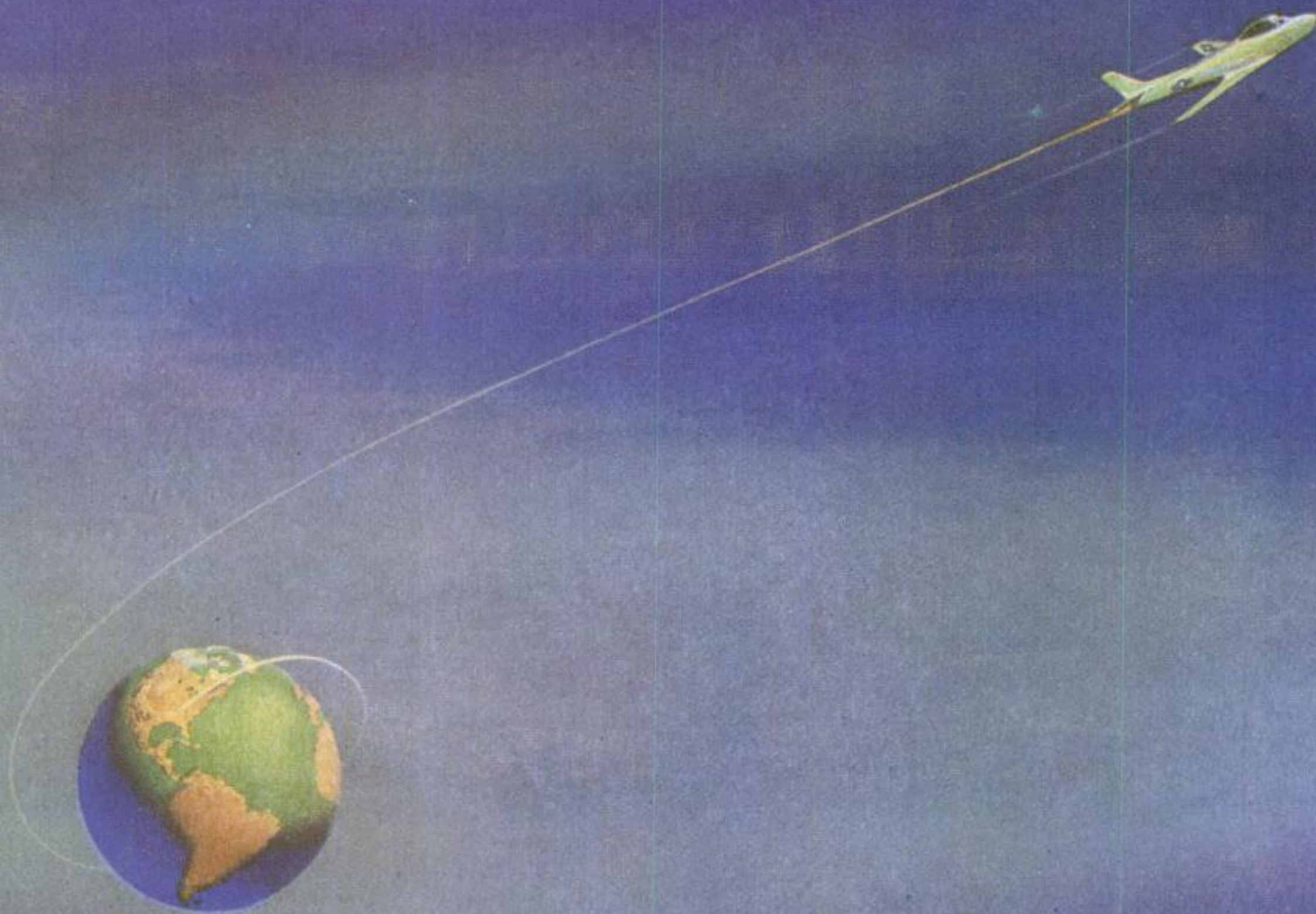
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Address.....

Town.....State.....

CONTINUED ON PAGE 171





## HOW SMALL IS YOUR WORLD?

Ask yourself this question on **SEPTEMBER 18—AIR FORCE DAY**

Is your world a thousand miles of rolling plain? *That's but a hundred fleeting minutes to the man who flies the jet.*

Is it bounded by towering mountains or the dark and restless sea? *They're just guideposts on the flight routes of thundering squadrons.*

Air power has diminished your world to small dimensions and made you neighbor to all the earth. And today, the first line of America's defense must be up there where the vapor trails weave a reassuring pattern.

It must be in the power plants and across the strong wings of the latest and greatest

aircraft ever produced. It must be in the aeronautical laboratories where tomorrow's designs are to be developed on drafting boards and in wind tunnels. Above all, it must be—and is—in the minds and hearts of a lot of men on the Army-Navy-Air Force team.

On Air Force Day, you'll have a grand opportunity to see the machines and meet the men upon whom rest such grave responsibilities. The Air Force will throw open its bases for your inspection. There you can meet the pilots, bombardiers, navigators, radiomen and skilled mechanics—they're the world's finest

young men! See your Air Force . . . find out for yourself what the Air Force needs to make it a mighty force for peace in this shrinking world!

And if you're young enough and sound enough to measure up to those superb Americans who serve in the air, you can give no higher demonstration of your citizenship on Air Force Day than by enlisting in the United States Air Force.

Listen to "Sound Off," "Voice of the Army," "Air Force Hour," "Proudly We Hail" and "On the Beam" on your radio.



There is an opportunity for every young man to make a contribution to World Peace by serving in the Regular Air Force, the Air National Guard, the Air Force Reserve or the Air R.O.T.C. You can get full details about these opportunities at any U. S. Air Force Base or U. S. Army and U. S. Air Force Recruiting Station on Air Force Day.



# OUR 25<sup>th</sup> ANNIVERSARY OFFER

## for a limited time only

# Club Aluminum

## THIS 6-PIECE ANNIVERSARY SET

only **\$18.88**

Regular price \$21.20

The six most popular, most wanted pieces of the famous Club Aluminum Hammercraft Waterless Cookware . . . that looks like silver, cooks like magic, lasts a lifetime. Actually priced at less than prewar especially for our 25th anniversary. And the quality is even better than prewar. There has never been a better time to get Club in your kitchen. Set includes

1½-qt. Covered Saucepan	\$3.15
2-qt. Covered Saucepan	\$3.45
3-qt. Covered Saucepan	\$3.95
4½-qt. Dutch Oven	\$5.95
(Cover fits 10" Fry Pan to make Chicken Fryer)	
10-inch Fry Pan	\$2.95
6¼-inch Fry Pan	\$1.75

Regular price if purchased separately (same as prewar) **\$21.20**

Can be bought on convenient terms at most department and home furnishings stores.



### FULL FLAVOR

Heats evenly. Flavor-laden steam rises to the moisture-sealed lid, falls back again to flavor, re-flavor food. Vitamins, minerals stay in. Low-heat method saves fuel.

## Club Aluminum gives you "Full-Flavor" Cooking

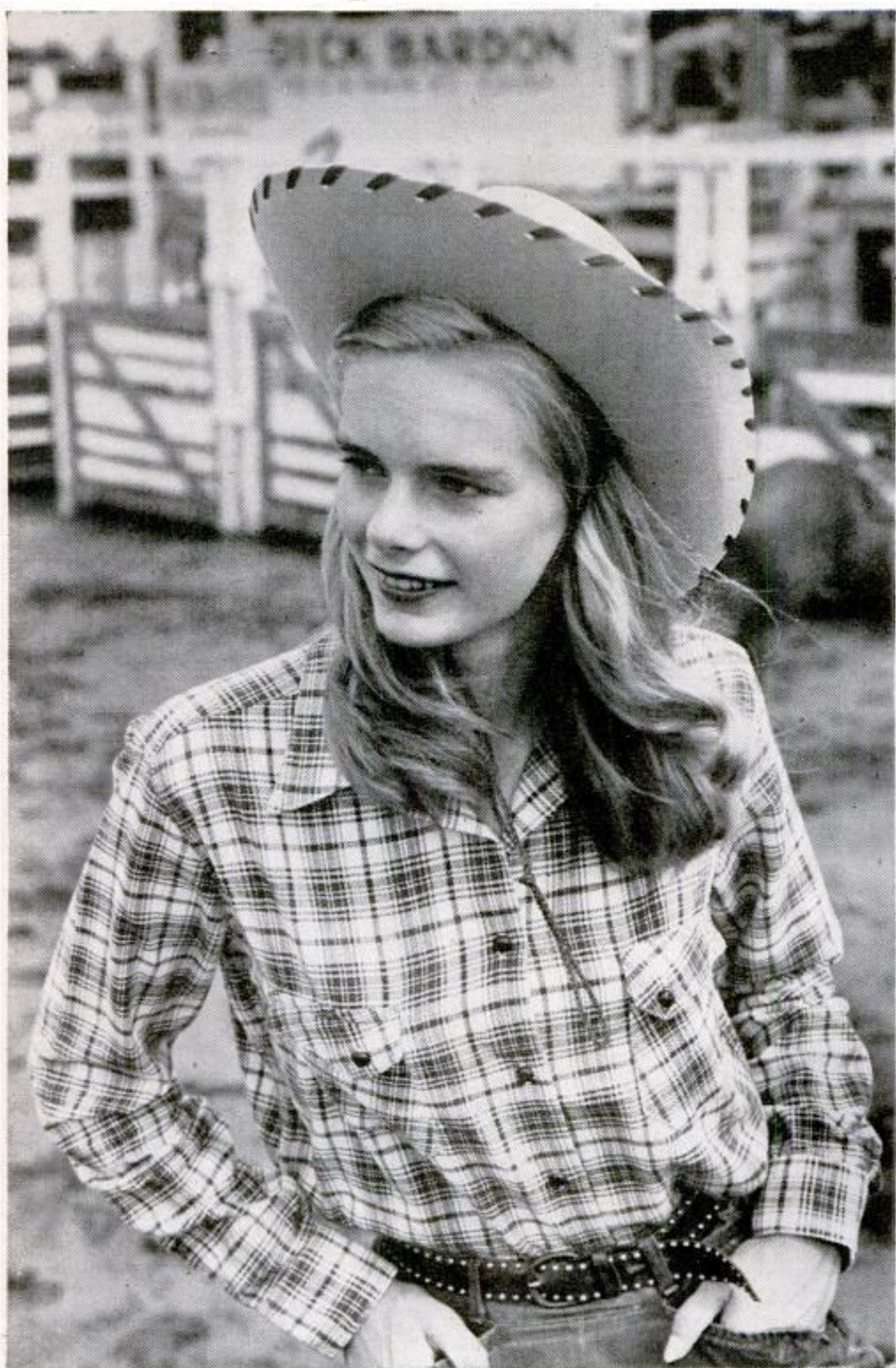
"Full Flavor" brings out the best there is in meat, vegetables, poultry, fruit—whatever you're cooking.

Four million women already use Club Aluminum Hammercraft Waterless Cookware. They like the way it cooks ("Full Flavor"); they like the way it looks (handsome hammered "jewelry store" finish); they like the way it saves time, work and fuel.

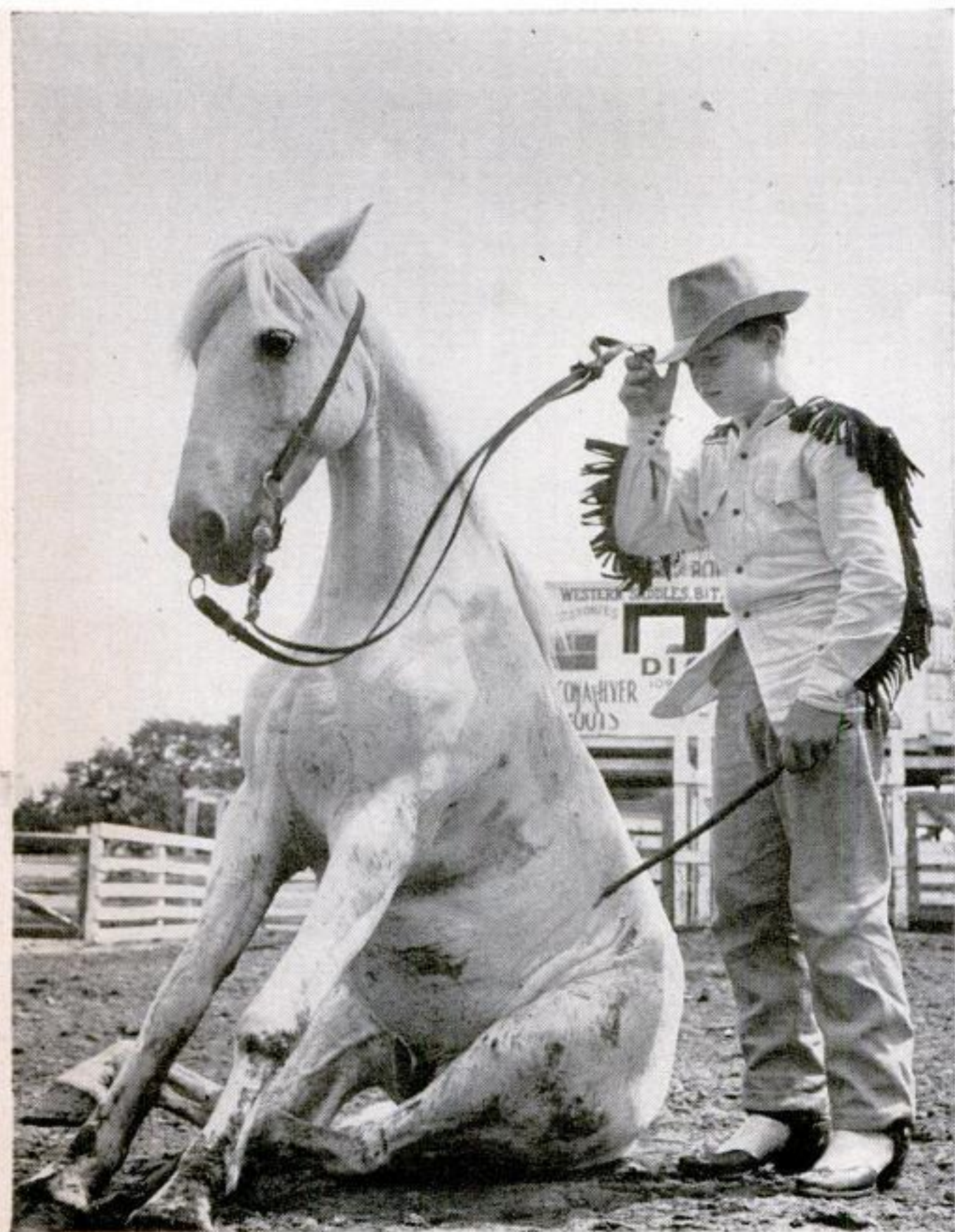
In addition to the six utensils shown, there are ten other wonderful pieces to choose from—for your own using or your own giving for wedding day or birthday. Club is sold by dealers at the same prices as before the war.

CLUB ALUMINUM PRODUCTS CO., CHICAGO 14, ILLINOIS  
Club Glass Coffee Makers • Club Coffee Dispensers • Club Pot 'n' Pan Pads • Club Aluminum Hot Dish Pads  
Tune in "Club Time," ABC Network Tuesday mornings, and hear favorite hymns of famous people





**EASTERN SPECTATOR**, Joan Pearson, 18, of Wellesley, Mass. captures the rodeo spirit by borrowing blue jeans, a checkered shirt and 10-gallon hat.



**TRICK HORSE**, Silver Bill, performs with Owner Rollix Porche, 14, who also taught his mount to curtsy, play dead and shake hands with close friends.

CONTINUED ON NEXT PAGE



**YOU'RE SURE TO SCORE** with *him* in pretty Paradise Shoes! Wear our side-wise Monitor with just a hint of a boot in its half-collar. Black, brown or green calf; black or brown suede. \$12.95.

*Paradise Shoes*

BRAUER BROS. SHOE CO., ST. LOUIS 8, MO. • WRITE FOR NAME OF NEAREST DEALER



It's time to turn to Ostermoor for glorious, buoyant, relaxing comfort. Spine soothing rest—all night long...Full Innerspring construction.



**OSTERMOOR**

AMERICA'S QUALITY MATTRESS FOR NEARLY 100 YEARS

**PULVEX  
FLEA POWDER**

**TWO KINDS**

**WITH 5% DDT**  
...for dogs. Kills fleas and lice quick. Keeps fleas off 5-7 days. Many home uses.

**OR WITH ROTENONE**  
...for cats, dogs. Quickly kills fleas, lice. Kills fleas when put on a single spot. Pre-war formula.

EITHER KIND: 25c & 50c



FOR OFFICE, SCHOOL AND HOME.  
DEXTER, GIANT, PREMIER, CHICAGO AND OTHERS.  
AUTOMATIC PENCIL SHARPENER CO., ROCKFORD, ILL.  
LOS ANGELES, TORONTO





*for the honors at the table*

*For the chores in the Kitchen*



## Use the Sharper Knives with Longer Lives



Popular HOLD-  
STER Set—6 Flint  
Vanadium Knives  
in a handsome  
polished hard-  
wood block.

\$14.95

SINGLE KNIVES  
IN SCABBARDS  
From Paring Knife,  
59c, Up.

Sharper! They're Flint Vana-  
dium, the finest cutlery steel  
in the world. Hi-Arc hollow  
ground. Every cutting and  
carving job is easier with  
these sharper Flint Knives.

Stay sharper longer because  
Flint's fine Vanadium steel is  
tempered to the extra hard-  
ness, resiliency, strength of  
sabre steel. The finish stays  
mirror-bright for years. Han-  
dles are extra-fine, polished  
rosewood. See Flint Knives  
today—at all better stores.

This shows how  
Flint Knives are  
Hi-Arc hollow  
ground. Sharper!



EKCO

# FLINT

VANADIUM  
KNIVES

ANOTHER GREAT PRODUCT BY EKCO

EKCO PRODUCTS COMPANY . . . CHICAGO 39, ILLINOIS

## Tulsa Riding Club CONTINUED



**ON THE RANGE** Cowgirl Kathleen Hudson practices rounding up Herefords. Herd's owner also instructs club members in branding and vaccination.



**AT THE EVENING CAMPFIRE** two of the club's youngest riders rest on a western saddle after stuffing themselves with sandwiches, hot dogs and pop.



# encouraging news about **CANCER**...

"You may not realize how many people you meet have *had* a cancer and are now active and well because their trouble was discovered *soon* enough. There are going to be many more of these successfully treated people around, thanks to new and simpler tests which now make it possible to diagnose cancer earlier. Today we know that 95% of skin and lip cancers and 75% of breast cancers can be cured if they are detected in the early stages. When it comes to treatment, there are new surgical techniques which rescue cases that used to be considered 'hopeless.' In certain special types of cancer, the use of hormones, radioactive materials, and newer chemicals are bringing encouraging results. Maybe you are not aware that in recent years twice as many cancer clinics have opened, and the number of specialists and general physicians trained to find and treat cancer with up-to-date weapons has *more than doubled*. In the laboratories, an enlarged corps of skilled investigators is at work experimenting boldly with radiant energy from atomic research and with other potent tools. It's inspiring to see the optimism among those closest to the problem. Many honestly believe that cancer *will* be conquered—and before too much longer!"

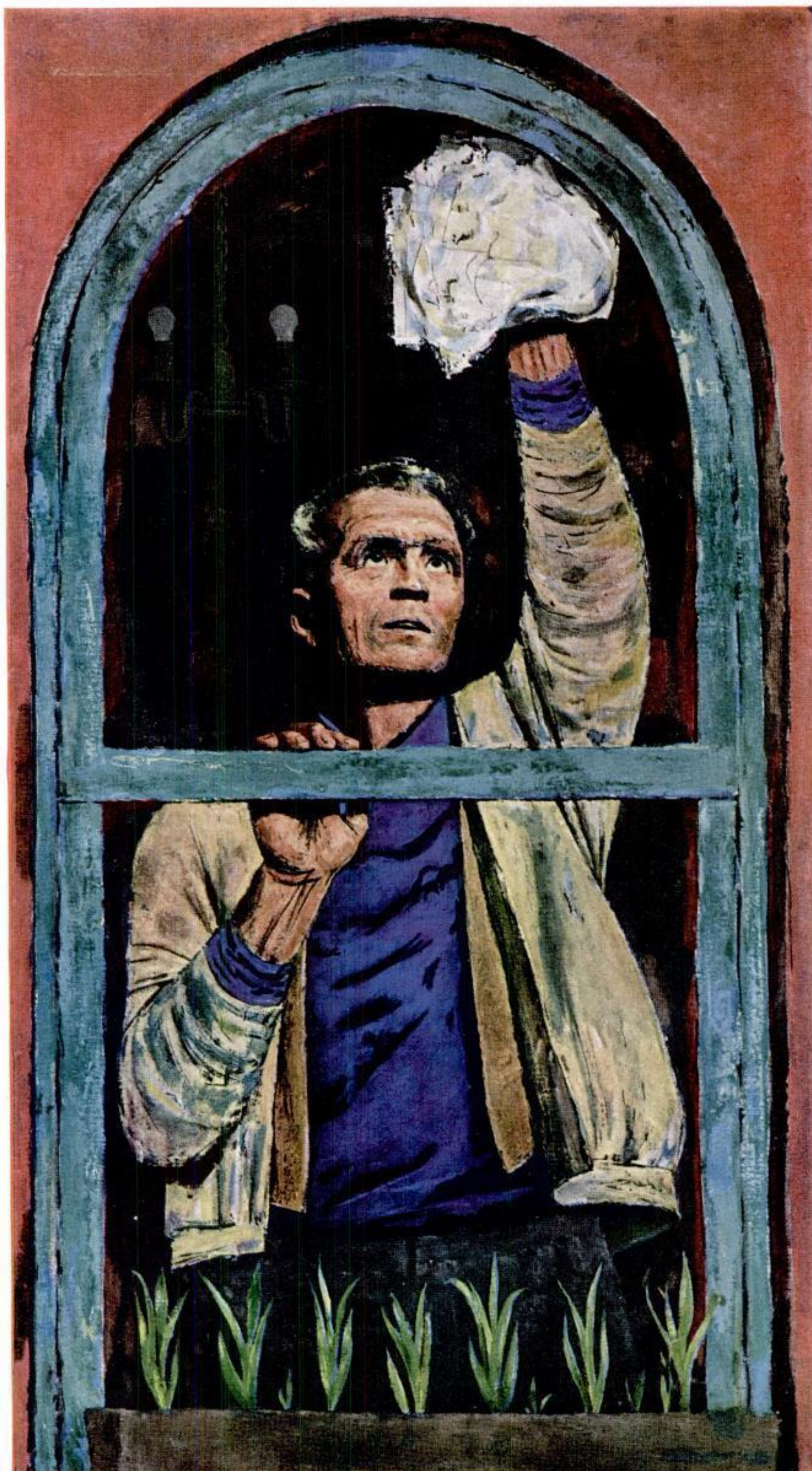
*Your doctor*



Copyright 1948, The Upjohn Company

F I N E P H A R M A C E U T I C A L S S I N C E 1 8 8 6

"YOUR DOCTOR SPEAKS"—This is the thirtieth in a series of messages sponsored by Upjohn to bring better health to more people through current medical knowledge



Painted by Joseph Hirsch

## If you are concerned about cancer...

1. *Be frank with your doctor*, and tell him that you want to be examined specially for cancer. The chances are you haven't cancer, but his special examination will relieve your mind.
2. *Go to your doctor without delay* if you develop a lump, a sore that won't heal, unex-

plained bleeding, a wart, mole, or birthmark that grows or changes color, or persistent pain, indigestion, hoarseness, or coughing.

3. *Return to your doctor regularly* to be examined for cancer. Remember, most cancer *can* be cured if diagnosed and treated early.



45,000 MOBILGAS DEALERS PROVE A POINT!

**A Good Man  
is Not  
Hard to Find**



**Mobilgas**

**SOCONY-VACUUM**



What's a "good man"?

For you, a motorist, he's a man *who knows your car* . . .

He's expert, experienced, courteous.

He delivers quality products—with quality service.

With 45,000 Mobilgas dealers coast-to-coast, you're never very far from him, either.

Backed by the company with 82 years' leadership in Petroleum Progress—with Mobilgas—U.S.A.'s favorite gasoline—Mobiloil—the world's largest-selling motor oil, and the famous Mobil Line of Tires, Batteries, Accessories . . . *He's your man* with everything your car needs—



**AT THE SIGN OF FRIENDLY SERVICE**

SOCONY-VACUUM OIL COMPANY, INC., and Affiliates: MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION



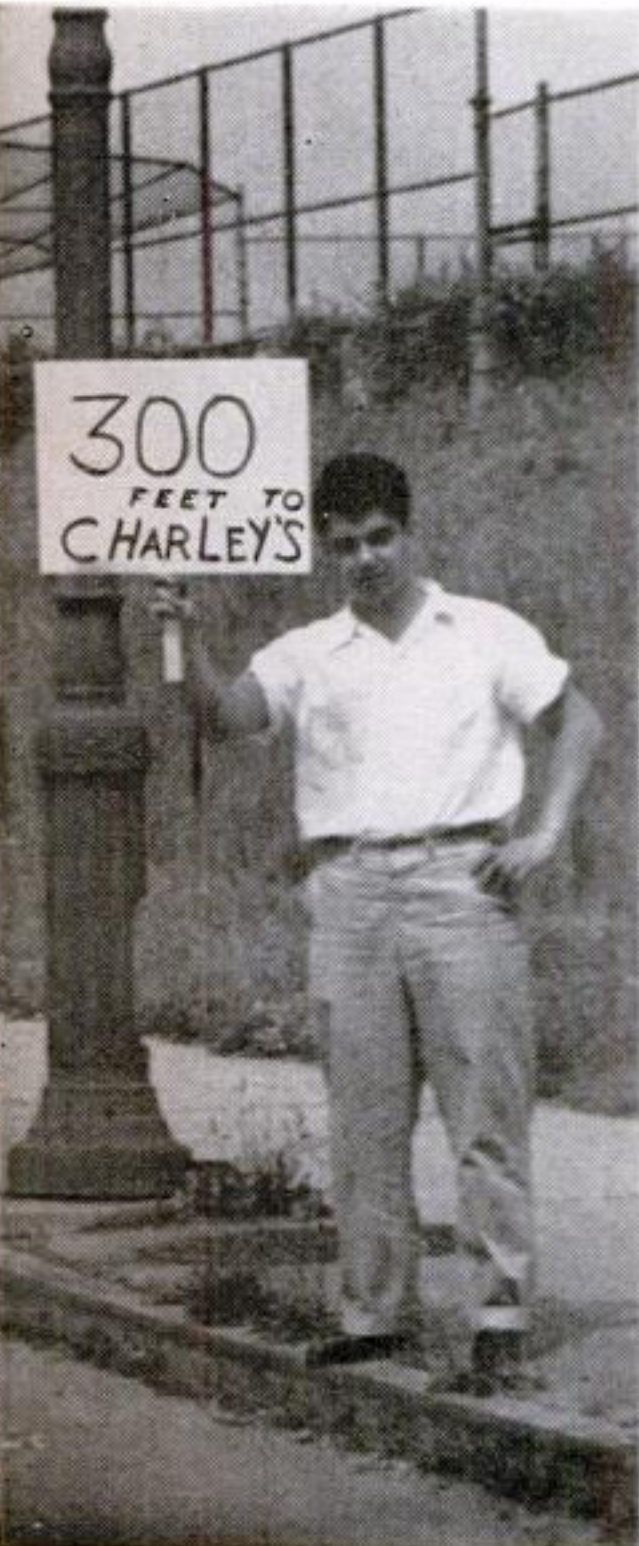


FOUR HITCHHIKERS HOLD UP SIGNS TO LURE RIDES FROM PASSING CARS

# HITCHHIKING TECHNIQUE

Advertising student converts an old roadside gag to get himself and three friends a ride

Most drivers who have seen the four animated road signs shown above as they went spinning along New York City highways this summer have done a quick double take and slammed on their brakes. Only when they read the last sign and found that there was no enterprising tavern called "Charley's" but just a smiling fellow from the Bronx whose name was Charley did they see what it was all about (*next page*). Charley Luogomano was anchor man on a team of hitchhikers whose ringleader, Leon Cohen (*below, right*), had hit on the scheme as the result of a professional course in advertising technique. The system has worked so well for weekend trips from a city notoriously indifferent to hitchhikers that Leon has a new set of slogans all ready for next summer: "Want to meet a nice guy?" "300 feet to a regular guy." "Getting warm." "Here I am!"



SECOND SIGN assures the drivers that Charley's is only 300 feet away.



AT THIRD SIGN most drivers are expecting a cafe, filling station or bar.

CONTINUED ON NEXT PAGE

Choose the *LIGHT* Scotch

Distilled in Scotland and Bottled in the United Kingdom under Government Supervision

# King William IV

BLENDED SCOTCH WHISKY 86.8 PROOF • RENFIELD IMPORTERS, LTD., NEW YORK



# Now Floor Cleaning's Easy... **STANDING UP!**



**WAX AS YOU CLEAN**  
with  
***Bruce Floor Cleaner***  
and the ***Bruce Doozit***

**1** Pour a small amount of wax-rich Bruce Floor Cleaner on your wood floor or linoleum. Then use the Doozit with its magic Pad to loosen dirt, erase spots and marks

**2** Drop a cloth under the Doozit Pad and wipe up dirt, leaving the floor surface thoroughly clean, ready for polishing.

**3** Replace the moist Doozit Pad with a dry one, then polish. The non-slip wax film left by Bruce Floor Cleaner polishes quickly.

*for wood floors  
and linoleum*

Just these three easy steps, that's all there is to *complete* floor beauty care when you use the modern Bruce method—*standing up*. No more sore knees, no more tired backaches—no harmful water and strong soaps to destroy the beauty

and lifetime of your floors. You can get Bruce Floor Products at stores everywhere. The Bruce Doozit costs only \$1.89. Long-wearing, easily replaceable Pads are 19c each. Bruce Floor Cleaner, 68c qt., slightly higher in the Far West.

# BRUCE

*floor products*



Bruce Tuf-Lustre Wax



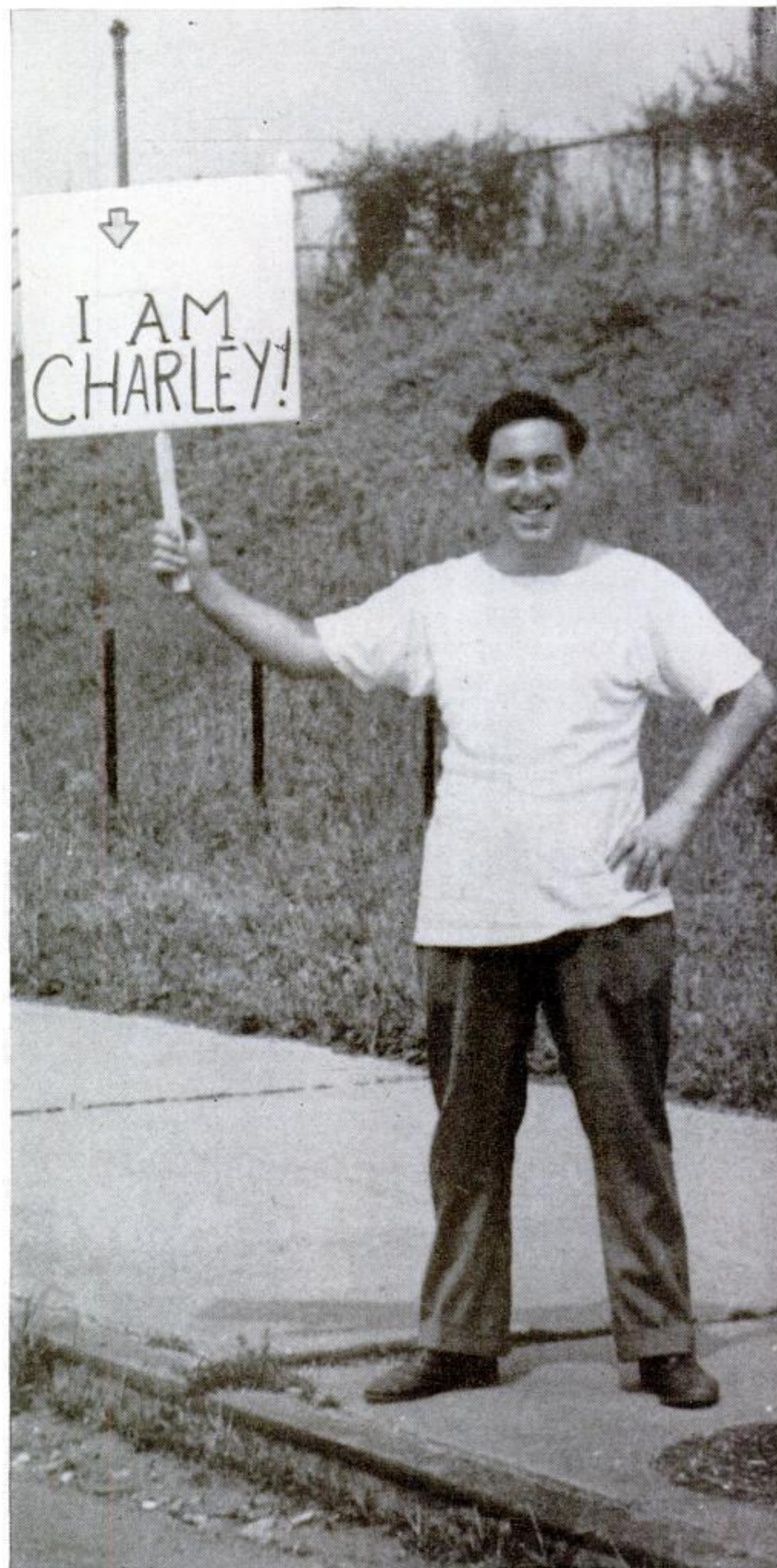
Bruce Paste Wax



Bruce Self-Polishing Wax

E. L. Bruce Co., Memphis, Tenn. • • • World's Largest Maker of Hardwood Floors

## Hitchhiking CONTINUED



**CHARLEY HIMSELF** holds the fourth sign. When the car stops out of curiosity, Charley smilingly explains to driver that he and his friends need a lift.



**ALL FOUR BOYS** pick up their hiking gear, toss the signs away and converge on the car. At this point the driver is usually too amused to turn them down.





# Ancient Age

*The Welcome Whiskey...*



*Welcome Anywhere, Anytime*

*... Every Drop*

*Straight Kentucky Bourbon !*

Make sure your bourbon is Ancient Age...  
*The Welcome Whiskey.* Ancient Age owes its superiority to the matchless craftsmen who distill it, and the unique location of its Kentucky distillery. Here age-old skills, climate and limestone spring water combine to produce this great bourbon whiskey. And Ancient Age comes to you from Schenley, the House of Aged Whiskies. That means you can count on its uniformity today, tomorrow... and always. From sip to sip... from bottle to bottle! Straight Bourbon Whiskey. 86 proof. This whiskey is 5 years old. Schenley Distilleries, Inc., Louisville, Ky.

Look for... **AA** ask for "Double A"

A  
Schenley  
Mark  
of  
Merit  
Whiskey



WELCOME



# WATCH THAT WING!

**Daring BETTY SKELTON** calls it "precision flying"—but few men would try it!



**BETTY SKELTON'S TOUGHEST STUNT**—USING HER WING TIP TO PICK UP TWO SILK RIBBONS—500 FEET APART—EACH STRETCHED BETWEEN TWO POLES, ONLY TEN FEET ABOVE THE GROUND!



**"EXPERIENCE IS THE BEST TEACHER!"**

SAYS BETTY SKELTON, "IN PRECISION FLYING... AND IN CHOOSING A CIGARETTE, TOO!"



WITH BETTY—AND MILLIONS OF OTHER SMOKERS—CAMELS ARE THE "CHOICE OF EXPERIENCE."



I COMPARED MANY DIFFERENT BRANDS. COOL, MILD **CAMELS** SUIT ME TO A 'T'

*Betty Skelton*

Let your "T-Zone" tell you why!

T for Taste...T for Throat...

that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.



THE CHOICE OF EXPERIENCE

According to a Nationwide survey:  
**MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE**

Three nationally known independent research organizations asked 113,597 doctors to name the cigarette they smoked. More doctors named Camel than any other brand.

**MORE PEOPLE ARE SMOKING CAMELS THAN EVER BEFORE**